N A E B

Grants-In-Aid

for

Educational

Broadcasting

Research

1957-1958

A Research Activity of
The National Association of Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

PURPOSE OF THE GRANTS

These grants-in-aid are offered as a means of fostering original, creative and imaginative research of general significance to educational broadcasting. Through the impetus that may be provided by modest supplementary financial assistance, the NAEB hopes to encourage the development of original research of outstandingly high quality.

AMOUNTS OF GRANTS

Grants-in-aid will be made in amounts up to $500 but requests for smaller amounts will be considered with favor.

USE OF FUNDS

These grants-in-aid are designed to help cover partial expenses of carrying on research projects.

WHO IS ELIGIBLE?

Any department of an accredited institution of higher learning may apply for a grant. While funds may be applied to a project carried on by an individual, the grant itself must be to the institution, upon proper certification to a responsible member of the faculty.

WHO IS ELIGIBLE? (Continued)

institution sponsoring the project must accept responsibility for providing throughout the project expert supervision of research, administering the project, and completing it.

APPLICATIONS

Complete rules regarding applications may be obtained from:

Dr. Harry J. Skornia, Executive Director
National Association of Educational Broadcasters
14 Gregory Hall - Urbana, Illinois

WHEN TO APPLY

Completed applications must be submitted not later than December 31, 1957. These sill be examined by the NAEB Research Committee to determine those which qualify for the grants.

Winners of grants-in-aid will be announced on or about February 15, 1958.

If your department does not wish to apply, please give this folder to a colleague in another department who might have such interests.

To members of the NAEB Research Committee:

Sorry that we were not able to have a meeting at Columbus. We could have settled committee business much more efficiently there. However, the mails will have to serve. The majority of the committee, in response to our last memorandum, indicated that the grants-in-aid should be continued. We still have no word on additional funds and so I feel should get the grants-in-aid project set up for 1958-59 and then see whether more money is forthcoming before making further definite plans. There seems to be some disagreement within the committee on whether the purpose of these grants needs redefining. I believe that the easiest way to get this settled is to send each of you a copy of the announcement for this year and have you indicate what changes you feel should be made for the '58-'59 announcement. Please be specific. You can either insert changes on the copy which I am enclosing -- or can retype the entire business in the way which you feel it should be.

In deciding on this, perhaps some of the reactions of other committee members would be helpful. Here they are:

Harwood: Probably the general purpose of these grants could be to encourage research of a higher quality instead of merely more research. I am able to think of very little research in which the committee may not be interested, if that research is proposed by a competent researcher who has knowledge of educational broadcasting.

Cheydleru: We need to be very specific in our announcements about what expenses we intend to pay...The idea strikes me that committee projects should be approved right along with those that are submitted by other applicants.

Tannenbaum: I still would favor the general system of inviting proposals for research on a variety of topics rather than us trying to limit the grants to certain areas. ....Scholarship and good research flourish, I think, in an atmosphere of free choice.

I believe that everyone is agreed that such matters as publication of anything should not be done with these $2,000.00 unless we fail to turn up research proposals which warrant giving all of the two grand away. (The publication of the Columbus seminary report does not come out of our $2,000.00) Everyone might keep in mind this possibility and have some suggestions for committee projects, etc. next February. I am reminded also that, in my opinion, one of the reasons we have not gotten more good research proposals in the past is that the announcements have not always gotten to the proper persons at all schools. Any suggestions, specific or general, which you have for

distribution of these announcements will be appreciated. I am certain that there are plenty of excellent research projects around which can be improved with the addition of a few hundred dollars. We simply need to get our announcement into the hands of these researchers.

I realize how difficult it is to take time out of your activities to lend an hour or two to the NAEB. I am probably one of the greatest procrastinators on matters of this sort. I would appreciate any attention that you can give this matter. Itwwould be very helpful if we could have your replies by early July.

Looking forward to hearing from you. Let me say in advance that we appreciate all suggestions. Let them fly!

Best,

Sam L. Becker
Chairman, NAEB
Research Committee

SLB:mw
Encl.

COPY

Sent for the information of

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
14 GREGORY HALL
URBANA, ILLINOIS

Station KUOM
University of Minnesota
Minneapolis 14, Minnesota

January 2, 1958

Dr. Sam L. Becker
Director, Division of
Television-Radio-Film
State University of Iowa
Iowa City, Iowa

Dear Sam:

I speak for headquarters as well as for myself when I express gratitude for your willingness to accept the post of chairman of the NAEB Research Committee. This is an area in which NAEB has been doing more and more lately. Bob Coleman gave this committee a lot of time and thought several years ago. Ray Cheydleur did yeoman service last year.

Now--with Ray's full approval--we are handing this over to you. Ray is continuing on the committee, however, and that is good, since it will give us continuity. Besides, he can help in concluding some of the activities currently in progress. In fact, you may want to set up an occasional subcommittee with Ray at its head to wind up such projects as are in midstream. For your information, a list of full membership for 1958 is attached. As you know, we have tossed around by mail and telephone the question of whether to enlarge the committee by including some "name" people from outside our ranks. After giving this much careful consideration, I've decided against it. We've found that committees become unwieldy if too large, and furthermore that the costs of meeting become excessive. But, there is nothing to prevent our setting up an "advisory council," or some such thing whenever we want to; then we could bring in Foshay, Lazarsfeld, Nielsen, Hooper, Dick Nixon, et alii.

The Research Seminar held at Columbus (which other NAEB duties unfortunately prevented my attending) made a strong recommendation for a full-time research director. This suggestion surely meets with my approval, and I imagine gets Harry's okay as well. I shall include this among the items on the agenda of the Foundation Committee, which will be meeting within the next few weeks. If put into effect, I presume it would require funds additional to those now available to us.

Welcome to the ranks of NAEB committee chairmen. And power to you in your new position!

With best regards for a Happy New Year,

Yours sincerely,

Burton

Burton Paulu
President

BP:ds
cc: Harry Skornia, Jack McBride,
Ray Cheydleur, Bob Coleman

MEMORANDUM

January 2, 1958

To: Harry J. Skornia

From: Burton Paulu

Would you please attach to each of these the final list of Research Committee members? We've talked about the membership so much I'm not sure of all the names, and I do not want to embarrass Sam by giving him the wrong names.

(In fact, it might be good to send me a carbon of the full committee lists when the Newsletter goes to the printer.)

BP:ds

Research Committee

COPY

Sent for the information of

Harry J. Skornia

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
14 GREGORY HALL
URBANA, ILLINOIS

Station KUOM
University of Minnesota
Minneapolis 14, Minnesota

January 2, 1958

Mr. Raymond D. Cheydleur
Station WFSU-FM
Florida State University
Tallahassee, Florida

Dear Ray:

My most sincere thanks for all that you did as chairman of the NAEB Research Committee in 1957. I really do appreciate the hard work you've put in, and I am impressed with the results. Coleman gave this committee a good post-war start; you continued it most ably; and I know that Sam Becker will take it from here. Fortunately, you will stay on the committee to give it continuity.

I have noted the recommendation for a full time research director, and will put it on the agenda of the next meeting of the Foundation Committee, which should meet within the next few weeks to draw up our foundation requests for the period July 1, 1958 through June 30, 1959.

NAEB depends for its growth on hard-working people like you! Thank you for everything.

With best wishes for a Happy New Year,

Yours sincerely,

Burton Paulu
President

BP:ds

cc: Harry J. Skornia
Jack McBride

~~HE #(241)~~ Research Comm. ~~Robert HEB~~

January 11, 1958

Dr. Sam L. Becker, Director
Division of Television, Radio, Film
State University of Iowa
Television Center
609 10th Avenue
Coralville, Iowa

Dear Sam:

Since you'll undoubtedly have a certain amount of correspondence to carry on in the name of the NAEB, I'm sending you 100 letterheads and envelopes. Also sending Ken Harwood 20 of each, in case he needs in connection with grants-in-aid.

Our best regards,

Harry J. Skornia
Executive Director

HJS/dfc
CC: Ken Harwood with stationery & envelopes

January 17, 1958

Dr. Harry J. Skornia
NAEB Executive Director

Dear Harry:

Personally, I'd be interested in seeing the Nielsen data. However, I cannot see the value (in amount of $1215) for NAEB as an association. I fear that spending our monies for this purchase might wound some NAEB members, and this I would hate to do.

What really makes it difficult for me to recommend purchase is the lack of good reason (good uses to which it might be put) for purely research needs. Perhaps I miss the emphasis Merrill intends to give the needs, but I've re-read them and they fail to impress me.

Basically, I'm not overly concerned about nose counting for any of the educational stations. This is not to say, the more the better of quality listeners for all of us.

Quite frankly, I'm somewhat concerned at the poll of station managers. Four of the seven are on the Board and could have voted their reactions. My motion was intended to get non-Board, non-Research Committee member views.

Sincerely,

Frank E. Schooley

FESfb

NAEB HEADQUARTERS
14 Gregory Hall
Urbana, Illinois

To: Richard Hull
Burton Paulu
Ken Harwood
Armand Hunter
F. E. Schooley
Loren Stone
Vernon Bronson

From: H. J. Skornia

Subject: Nielsen Study

Date: January 10, 1958

Gentlemen:

Minutes of the St. Louis Board meeting (Tuesday, October 29, 1957) read as follows:

"Headquarters introduced a letter from Irving R. Merrill of the Research Committee to the Board of Directors explaining a Research Committee recommendation that NAEB purchase "NCS #2", a nation-wide radio and television coverage study as conducted in the spring of 1956 by the Nielsen Company of Chciago. Details of such a purchase were described in the recommendation. The Board reviewed the pros and cons of such a proposal including value received, the need for such information, possible uses, and reactions of Association members. Since reactions to the proposal varied so greatly, it was not approved and the consensus was the the Board needed additional advice. Accordingly, Schooley moved that headquarters get reactions from a representative group of at least five radio and/or television station managers, inviting them to study the proposal and made recommendations. Headquarters will then collate this material for action by the Board. Schenkkan seconded and approval granted with Bronson recorded as dissenting."

I have just today received this material from Irving Merrill, and am sending out at once.

Would you therefore, as soon as you can, provide the recommendations requested?

Since the action called for its sending to "at least five" in both radio and TV I hope the selection, a combination of suggestions of Merrill (for 4) and mine (for 3) will be satisfactory.

A copy of this is also goint to Sam Becker, Research Committee Chairman, for his information.

We'll be looking for your comment.

Regards,

H. J. Sk.

Harry J. Skornia
Executive Director

HJS:jw
cc: Becker
Merrill
Board

Enclosures (2)

MEMORANDUM

October 21, 1957

TO : Board of Directors, National Association of Educational Broadcasters

FROM : Irving R. Merrill, for the Research Committee

SUBJECT : Purchase of the Nielsen Coverage Study by the Association.

1. At the August meeting of the Research Committee, it was unanimously agreed that the Association be urged to purchase "NCS #2," a nation-wide radio and television coverage study conducted in the spring, 1956.

2. One provision was attached: the price must be right. Merrill was delegated to follow through, in cooperation with Paulu and Skornia, on negotiations already iniated. On October 2, Skornia and Merrill met with Mr. John E. Churchill of the Nielsen Company in Chicago. We were convinced that the Company had made a final offer.

3. Following this meeting I have carefully examined the situation again, and on behalf of the Research Committee submit the following recommendations:

a. Purchase of Complete Circulation Reports, "CCR", consisting of data for both television and radio showing, by State, further broken down by counties (listed alphabetically) for all stations having reportable coverage in each of these areas. Price $1,155.

b. Purchase of an additional copy of same data, bound separately for each State, separate volumes for television and radio. Price $ 60.
Total $1,215.

4. What do we get for $1,215?

1 Bound volume giving coverage data county by county for the entire nation for radio

1 Bound volume giving coverage data county by county for the entire nation for television

48 State folios, giving coverage data county by county for the State for radio

48 State folios, giving coverage data county by county for the State for television

5. How would this be used?

a. Keep the bound volumes as a permanent reference at NAEB headquarters.

b. Ship out, at individual member station request, the appropriate State folio, letting the member photostat, etc. pertinent pages. (I'm positive this is o.k. with Nielsen, Harry!)

6. What use would be made of this material?

   a. This material is not likely to be suitable for promotional purposes, either nationally or locally. In almost all cases it is anticipated that educational stations will fall below the commercial stations in coverage achieved.

   b. The advantage to the Association and to individual members will be in the area of research, planning, and analysis of operations.

   c. In view of these facts, it would be wise to notify NAEB Headquarters in advance of any public statements made involving this data.

7. Do we need this kind of data?

   a. The Research Committee recommends its purchase.

   b. I do not feel it necessary to point out to a group of station managers the value of data on station coverage, or to explain what station coverage data is.

8. What stations are reported upon?

   a. There are 24 NAEB member stations reportable in NCS #2. See attached list.

   b. A reportable station is one reported listened to or viewed by at least 10% of all families in an entire county sometime within a month.

9. Where do we get the money?

   a. This is properly a matter for consideration of the board. The Research Committee feels this data is of value to the entire membership. For example, although WEAR-TV is not "reportable," (due to its UHF channel in a VHF area) data about our coverage area in NCS #2 would be of great help in a special survey operation we contemplate. Because of its general value to all members it would be appropriate for the Association to purchase the study out of Association funds entirely.

   b. On the other hand, reportable stations can obviously make greater use of the data than non-reportable members. It would seem appropriate that these favored stations might contribute toward a single purchase.

   c. By making this package deal the Association gets the data at less than 25% of the cost to the smallest commercial advertising agency. Stations buying separately would pay $150 each for local (not statewide) coverage data only.

10. Is this study reliable and valid?

   a. The survey methods reported used in NCS #2 appear to me equal or better than any previous nationwide coverage study. Very good reliability.

   b. Certain statistics released to me on this study agree with known data obtained from other sources. The data appear valid.

   c. (Incidentally, this is also the only coverage study less than 5 years old.)

NAEB MEMBER STATIONS
REPORTABLE IN NCS NO. 2

State	Station	Channel or KC
California	KQED (TV)	9
Colorado	KRMA (TV)	6
Illinois	WTTW (TV)	11
	WILL	580 KC
	WILL (TV)	12
Indiana	WBAA	920 KC
Iowa	WOI	640 KC
	KWLC	1240 KC
	WSUI	910 KC
Massachusetts	WGBH-TV	2
Michigan	WKAR	870 KC
Minnesota	KUOM - WCAL	770 KC
Missouri	KETC	9
Nebraska	KUON (TV)	12
New York	WNYC	830 KC
North Carolina	WUNC (TV)	4
Ohio	WOSU	820 KC
Oklahoma	WNAD	640 KC
Oregon	KOAC	550 KC
South Dakota	KUSD	690 KC
Washington	KWSC	1250 KC
	KCTS (TV)	9
Wisconsin	WHA	970 KC
	WHA (TV)	21

MEMORANDUM

January 6, 1958

TO : Board of Directors, National Association of Educational Broadcasters

FROM : Irving R. Merrill, for the Research Committee

SUBJECT : Importance of Radio-TV Coverage Data in NCS #2

1. For background, please refer to previous memo, dated October 21, 1957. Current memo is designed to answer questions raised at NAEB Board meeting at St. Louis.

2. What, in summary, does the Nielsen Coverage Study do?

   a. It shows for all U. S. radio and TV stations those territories within which the outlet regularly obtains an economically measurable number of listeners or viewers.

   b. It defines the area in which people can reasonably be expected to listen or view a station.

   c. It shows relative intensities of listening or viewing.

   d. It is standard for all stations, making comparisons easier.

3. What exact figures are given in NCS #2 in the "package" we are considering?

   a. For TV

      1) County market data, including total homes, total TV homes, total UHF homes.

      2) Station market coverage

         a) Monthly basis, showing
            1/ Number of homes reached
            2/ Percentage of total homes
            3/ Percentage of TV homes

         b) Weekly basis, showing
            same as monthly data

      3) Daypart circulation

         a) Daytime coverage
            1/ Weekly - number of homes and percentage of TV homes
            2/ Daily - same

         b) Night-time coverage
            Same breakdown as daytime

   b. For Radio

      Equivalent data to TV - but no FM coverage data given.

c. This data is reported county by county throughout the U. S. and this includes every TV and Radio station reportable (see par. 8b, previous memorandum)

4. How can station managers use these research findings in program planning?

a. Example 1: Households in County A (Urban Area) viewed the Educational Station in a higher proportion than households in County B (Rural Area), although both are same distance from transmitter.

1) Does the program schedule, upon re-examination, have more appeal for households w/metropolitan tastes? Is this result desired?

a) (If Yes) This is evidence of successful programming.

b) (If No) There are 3 alternatives.
1/ Broaden scope of existing program series.
2/ Introduce series "beamed" at rural area audience.
3/ Do some of both.

b. Example 2: An Educational Radio Station's weekly coverage compares favorably with commercial radio stations, but daily coverage for the educational radio station drops off more than for commercial stations.

1) Are occasional heavily promoted educational radio features (sports, etc.) responsible?

a) (If Yes) There are 2 alternatives.
1/ Associate weekly or daily features with special event, by scheduling or announcements.
2/ Schedule popular features more frequently to attract new audience to regular series.

b) (If No) Careful analysis or research is called for to find out the reason for this.

c. Example 3: An Educational TV Station's weekly daytime coverage compares more favorably with commercial TV coverage than does the educational TV Station's night-time coverage.

1) Is large daytime viewing the aim of the station?

a) (If Yes) This is evidence of successful programming.

b) (If No) There are 3 alternatives.
1/ Perhaps some strong daytime programs may attract an evening audience - shift them and promote them vigorously.
2/ Design new programs that can stand up to the competition of night-time commercial TV.
3/ Do both.

Note: These are examples only, and may not all apply to a particular station. There are many other uses of coverage data not illustrated. The proposed alternatives likewise are illustrative only. Coverage data is helpful because it suggests fruitful areas for more detailed research, and may serve to prevent useless investigations.

5. Shouldn't such nose-counting research be ignored?

a. NCS #2 should be purchased because it is nose-counting, in that

1) Academic researchers are not usually interested in such a limited-scope study.
2) This is the least expensive way of getting information that is accurate, and comparable for all U. S. radio and TV stations.

b. Such coverage data should be purchased because it can save money by reducing funds needed for planning, or for pilot studies, when surveys that go beyond mere nose-counting are conducted.

6. What if someone uses the data for a publicity release that hurts other NAEB members?

a. The productive uses of NCS #2 are denied the Association until the data is purchased.

b. The NAB has this data, and can let go a blast any time it wishes, whether we like it or not.

c. Would it not be the part of wisdom to secure access to this information about NAEB coverage?

1) We can then intelligently prepare for unfavorable statements coming from outside the Association.

2) We can then regulate the use of this data within the Association just as commercial firms refuse to divulge research findings not in their own best interest to release.

Research (Committee)

THE OHIO STATE UNIVERSITY
NOVICE G. FAWCETT, *President*
COLUMBUS 10

RADIO AND TELEVISION BROADCASTING
RICHARD B. HULL, *Director*

January 23, 1958

RECEIVED
HEADQUARTERS
JAN 27 1958

Dr. Harry Skornia
Executive Director
National Association of
Educational Broadcasters
University of Illinois
Urbana, Illinois

Dear Harry:

Attached is a photocopy of a letter in re the NAEB Research Seminar at Ohio State which I think is most gratifying.

Sincerely,

Richard B. Hull (RH)
Richard B. Hull
Director, Radio &
TV Broadcasting

RBH/hd

Encl.

NPAC

National Project in Agricultural Communications

AMERICAN ASSOCIATION OF LAND-GRANT COLLEGES AND STATE UNIVERSITIES • AMERICAN ASSOCIATION OF AGRICULTURAL COLLEGE EDITORS

WELLS HALL • MICHIGAN STATE UNIVERSITY
EAST LANSING, MICHIGAN

STANLEY ANDREWS
Executive Director

December 20, 1957

Mr. Richard Hull, Director
Radio and Television Broadcasting
Ohio State University
Columbus 10, Ohio

Dear Mr. Hull:

It was a rare privilege to sit in on the N.A.E.B. Research Seminar. The quality of the people present and the stimulating value of the ideas exchanged made it one of the most worthwhile professional work meetings I have ever experienced.

You may recall that, towards the close of the sessions, I brought up the matter of NPAC interest in bibliographies on various aspects of communication. I am enclosing a brief statement outlining our interest in an inventory-digest of radio research. A copy of it will be going to all of the seminar participants.

I hope that this statement will be a reminder and that it will help identify people who might be interested in a venture of this kind. From this beginning, it should be possible to fill in details and develop a plan to produce a document that will be useful to the many people concerned with radio broadcasting.

I should appreciate having your reactions to the approach suggested and would be glad to supply additional explanations and details. In addition, could you suggest interested and capable people who might be approached on this matter?

With all good wishes for Christmas and the New Year,

Sincerely yours,

John M. Parsey
Research Director

JMP:ts
Enclosure

UNIVERSITY OF MINNESOTA
MINNEAPOLIS 14

Research committee

January 24, 1958

To: Harry J. Skornia

From: Burton Paulu

Subject:

You will note the memo from Gale Adkins.

BP:ds

RECEIVED
NAEB HEADQUARTERS
JAN 27 1958

THE UNIVERSITY OF KANSAS
Lawrence
Radio and Television

Jan 16

Dear Burton

I thought you might like to see a copy of the report of the Research Seminar Implementation Committee.

I must admit that it pains me somewhat to leave the Research Committee at the time that we appear to be on the brink of such significant research developments. I do not question your philosophy of committee structure, but I cannot deny my affection for the research area. The Utilization Committee membership looks good.

Best Regards, Gale

January 28, 1958

Dr. Harry Skornia
Executive Director
NAEB
14 Gregory Hall
Urbana, Illinois

Dear Harry:

Enclosed you will find the rough draft of the fund request which you wanted returned. I certainly appreciated the opportunity to look it over.

Best of luck with it in New York.

Sincerely,

Sam L. Becker
Director, Division of
Television-Radio-Film

SLB:mw
Encl.

File: NAEB Research

January 20, 1958

Dr. Burton Paulu
Station KUOM
University of Minnesota
Minneapolis 14, Minnesota

Dear Burton:

I appreciate your letter and comments concerning Ray Cheydleur. I am fully cognizant of the fine work which he has done for the NAEB and I certainly intend to lean heavily -- as well as the other members of the committee. I believe that every member of this group has a great deal to give to the NAEB.

Being a novice committee chairman in the organization, I am not completely certain of procedures and so I hope that you will feel free to set me straight when necessary. For example, I have no idea of the process by which expenses for the year in NAEB are budgeted. Once the report of our Columbus research seminar is completed and polished, we will begin working on our specific research proposal, or proposals, for which foundation money will need to be sought by the NAEB. I believe that much of the preliminary work on this proposal should be carried on by correspondence so that each individual on the committee can give much thought to the matter over a fairly long period of time. Ultimately, however, I would assume that we will need to gather in a room and pin down the specific proposal and accompanying details. I would think a meeting in Chicago, similar to the one at which the Columbus seminar was planned, with the members of the research committee plus you and Harry, is a necessity. What I am saying, I guess, is that I hope funds can be set aside for such a meeting. I assume that this is a matter which you can take before the board of directors. I would think that the same amount of money which was budgeted for our other Chicago meeting would be adequate for this one.

This weekend I have been going through the research correspondence and records of the past few years which Ray forwarded. I find that we have copies of only two of the reports of research supported by Grants in Aid. I believe it might be helpful in

future deliberations on grants to have a complete file of those which have been given in the past and what came out of them. I have the Syracuse study (Sawyer-Woodliff) dated August, 1957 and the Minnesota study (KUOM) dated Spring, 1957. Are copies of the other studies available for the Research Committee files?

I have also come across the resolutions of the Utilization Study Group (evidently made at the St. Louis meeting) which were copied and sent out by headquarters on 12/9/57. The first two resolutions concern research. I would prefer doing nothing about these until the proposals growing out of the Columbus seminar are settled.

Any time you have suggestions or comments, or if there is anything that I or the research committee can do, I hope that you will feel free to write.

Cordially,

Sam L. Becker
Director, Division of
Television-Radio-Film

SLB:mw

cc: Dr. Harry J. Skornia

File: NAEB Research

FOR INFORMATION OF Becker

January 24, 1958

Mr. John W. Meaney
31 Rue Gambetta
Puteaux (Seine)

Dear John:

Thanks for the report growing out of your attending, for the NAEB, the meeting of the International Association for Mass Communications Research. Not sure it's of enough general interest (through no fault of yours) to deserve publication. But I'll try to get our editor to include brief mention of it in the Newsletter next time. I'll also pass the materials on to our research committee, when received.

Thanks, John. Hope you're having a good year. How about a column for the Newsletter or an article for the Journal?

Sincerely,

Harry J. Skornia
Executive Director

HJS:jw
cc: Hans Massaquoi
Frank Schooley
Sam Becker
Burton Paulu

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

NAEB

OFFICE OF EXECUTIVE DIRECTOR

14 GREGORY HALL
URBANA, ILLINOIS

File Research

January 24, 1958

Dr. Sam Becker
Director, Division of
Television-Radio-Film
State University of Iowa
Iowa City, Iowa

Dear Sam:

I found my copy of your letter to Burt when I got back, and wanted to waste no time in commenting.

Unfortunately requests for funds to foundations can't wait. We met earlier this week to go over my long draft. I'm now redrafting, and expect to have a revision, for discussion, not later than Tuesday, since I leave again Wednesday a.m.

Therefore, though it was for Foundation Committee only, I'm attaching sections of this original draft. Please call Monday with any suggestions you have. I'll make all changes possible. The next version will be briefer.

I'm asking our secretary, Judith Gans, to engage in a search of our files to see if any other research grants-in-aid report copies are available. I agree that you should have.

Regarding funds for travel, these are all committed except for possible balances from the Research Seminar and/or Grants-in-Aid. We should know about that before too long.

In haste,

Harry

Harry J. Skornia
Executive Director

HJS:jw
cc: Burton Paulu
Judith Gans: for action

File with NAEB Research proposals

January 16, 1958

Mr. Kenneth Harwood, Chairman
Telecommunications
University of Southern California
University Park
Los Angeles, California

Dear Ken:

I was extremely disappointed in the quality of the applicants for research grants in aid. In my opinion, the only one really deserving of aid is the applicant from Washington. Even here, I am not sure that this is being done in the best possible way. I would certainly place him first, however, and give him the entire $500.00 which he requested. The hypothesis to be tested by this study is certainly the most meaningful of any in these applications.

I would place the Minnesota application second. I hesitate to do this for two reasons: (1) I don't believe that this study is of much general value to educational broadcasting (though more so than most of these proposed) and (2) I fear that some NAEB members may feel that bias was operating due to the fact that Paulu is president of the organization. Nonetheless, the rationale, the procedures, etc. have been much better thought out in this proposal than in most of the others and this deserves consideration. I would not give him the full $500. It seems to me that his staff could do much of the work -- as most stations do in such studies. I would not go more than $300.00 for postage and supplies and some clerical help. This $300.00, however, should be on the condition that the study be done as proposed.

Because of the quality of most of these proposals, I would place Ed Browne's request third -- his request for $100.00 to help defray the expenses of his completed study.

I am somewhat tempted to say that I would go no further than this, that none of the others are worth contributing to at all. I am not sure that this is wise, however, if we are trying to build a research interest and function into the NAEB.

In the light of this, I would place Oregon fourth, even though the application is far too vague. He can't have thought about this for more than fifteen minutes. E.g., he talks about the teacher-producer relationship -- certainly an important area for study -- but most of the proposed questions for his interviews have nothing to do with this relationship. It seems to me that much more thought needs to be given to this project. He needs to think through the specific hypotheses which he wants to test or the major questions he wants to answer. The content of his interviews -- and planning for his interviews -- can only be done in the light of these hypotheses or questions. I think that we should also know his sample size. This is not worth more than $250. -- at the most. I would say, however, that if his report indicates that he is on a worthwhile track, and has answered these questions, we would look favorably on an extended proposal next year.

Nebraska I would place fifth. She has some interesting possibilities but this is all so vague that I am not at all sure that she plans to take advantage of any of these possibilities. E.g., under extra types of research which she says "could" be done with extra money (by the way, does that mean that all of these <u>will</u> be done if we give it to her???)

1. a. Attitude tests from Purdue. What hypothesis does she plan to test with this? Used only at the end for viewing groups will probably contribute nothing to anyone's knowledge. These measures are only relative.

   b. What is the purpose of measuring attitudes toward television and toward these specific topics? What valid generalizations will she be able to make when she gets done?

   c. This does not take more than a few dollars. A decent clerk can get this information and tabulate it in a few hours.

2. Says that she is going to analyze additional groups. What kind of analysis? For what purpose? To test what hypotheses?

3. She will vary the discussion procedures for what purpose? She would measure the effect on what? Again, what hypotheses would be tested by this process?

I am also bothered by her last paragraph on the last page. It sounds as though the NAEB research money will be used for "publicity" for the series and a number of other things. I am not sure that this is justifiable. I also do not see why we should pay this girl a salary to work on her master's thesis nor the travel expenses for performers on the television programs. Perhaps we could pay for the Purdue tests and materials for testing -- not for "discussion." $100.00 maximum.

College of St. Thomas comes in a poor last. The hypothesis, as stated, is not testable. As a matter of fact, it is meaningless without a specific criterion -- or operational definition of "successfully," which is not given. We never do find out what they plan to measure -- what kind of data they plan to obtain. If they can come up with a testable hypothesis and operations by which it can be tested, the question itself is interesting. I could see giving them $250.00 if they did the above and agreed to gather at least a good portion of their data by depth or focused interviews. Do not think you can get much on a subject of this sort by questionnaires.

All of my comments, as I look back at what I have said, sound pretty presumptuous. I do not know how far we can go in suggesting improvements in research designs. This is rather delicate. On the other hand, if properly put, I do not know why suggestions cannot be made -- especially if the suggestions come with greenbacks to soften the blow.

I hope that the above is helpful. As soon as I received these proposals, I realized that I gave you a devil of a job. I am sure that you will act wisely. Let me say also that after all the returns are in, it seems to me that you should feel free to use your discretion in the interpretation of the results and the action which you take. As in most such matters, at one point, some one person must simply make some decisions. I think you can do it wisely -- using our suggestions as suggestions, rather than as a strait-jacket.

By the way, I asked Harry Skornia to have Percy Tannenbaum look these over also and give his reactions, which you should receive. Their offices are just across the hall and I felt this would give one additional judge -- to make your life more complex.

Sincerely,

Sam L. Becker
Director, Division of
Television-Radio-Film

SLB:mw
cc: Dr. Harry Skornia

~~National~~ Nielsen (replies)

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

14 GREGORY HALL
URBANA, ILLINOIS

January [illegible], 1956

Dr. Harry J. Skornia
NAEB Executive Director

Dear Harry:

Personally, I'd be interested in seeing the Nielsen data. However, I cannot see the value (in amount of $1215) for NAEB as an association. I fear that spending our monies for this purchase might wound some NAEB members, and this I would hate to do.

What really makes it difficult for me to recommend purchase is the lack of good reason (good use) to which it might be put. [illegible] purely research [illegible]. Perhaps I miss the [illegible] Merrill intends to give the results [illegible] when and they fail to [illegible].

Basically, I'm not overly concerned about nose counting for any of the educational stations. This is not to say, the more the better of quality listeners for all of us.

Quite frankly, I'm somewhat concerned at the poll of station managers. Four of the seven are on the Board and could have voted their reactions. My motion was intended to get non-Board, non-Research Committee member views.

Sincerely,

Frank E. Schooley

FES:ft

MICHIGAN STATE UNIVERSITY
OF AGRICULTURE AND APPLIED SCIENCE • EAST LANSING

TELEVISION STATION • WKAR TV

Dear Harry:

Before shoving off on an out-of-town trip, this is my recommendation in response to your inquiry concerning the NAEB purchase of "NCS #2."

I recommend that the NAEB buy the service and that it be made available to the stations according to the schedule of charges which the NAEB Board may wish to make for use of the material. If there is opposition to paying additional funds for such a service, the Board should consider making the purchase out of its current funds and distributing relevant state reports at no extra cost to stations requesting them.

The first decision is whether or not to buy. The second decision is whether or not to make it pay for itself through a system of charges for use. Perhaps the second decision would have to be made first, but at any rate, I recommend it as a valuable service for NAEB members who have a sincere interest in any kind of audience study and evaluation of their program acceptance and effectiveness.

Sincerely,

Armand L. Hunter
Director
ALH/im

January 15, 1958

Mr. Harry J. Skornia
Executive Director
National Association of
Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

STUDIOS—UNIVERSITY OF WASHINGTON

TRANSMITTER—EDISON TECHNICAL SCHOOL

COMMUNITY TELEVISION SERVICE
SEATTLE 5, WASHINGTON

January 1 , 1954

Harry Skornia
NAEB
14 Gregory Hall
Urbana, Illinois

Dear Harry:

I am unalterably opposed to the purchase of the Pulse study, or any other type of "rating" service. (I know of no way to express my sentiments more strongly).

You may recall that we were advised, at the Allerton meeting, that NBC proposed to make a co-incidental study of each of us, using a particular program which they would provide and promote, to get a relative measure of the effectiveness of the stations. I am as strongly opposed to that type of measurement.

In my opinion any program director can evaluate the relative strengths of his various programs in many ways other than subjecting the stations to the many dangers inherent in this type of "survey". Studies of this type are not used seriously by the program departments of stations, except as they are trying to appease the sales department and the advertiser by boasting of the "firsts" and "bigests" of the various researchers.

I can think of numerous ways [illegible] for the eldest [illegible] stations to fall for the trap of letting our station audience be measured by the standards applied to the commercial stations. If any of us are [illegible] the job we should be doing our audiences must be far smaller than the commercial stations. If we are to find our audiences equalling or exceeding that of the commercial stations in the area, we obviously are not doing the right kind of programming -- but we don't need a "survey" to tell us what kinds of programs we should be broadcasting.

If the information [illegible] becomes as misused in the field of educational broadcasting as it has in the commercial field, we are all in trouble, and we do not propose to let ourselves get pulled into this one. Nor do we wish to be measured now by what we were presumed to be doing in the Spring of 1954 when we had been on the air not much more than 1 year.

I can see no justification for spending NAEB money for information that is not of direct interest to a large majority of the membership, and no-[illegible] cannot report on anything but a minority of the members. I am sure you have no idea how earnestly many commercial stations wish the ratings services could be abolished, for you have the very dangerous situation where some of the [illegible] Pulse, et al, have almost a life-or-death grip over the station [illegible] country, in reporting their audience size, and at the same time have no [illegible] they operate.

Best regards,

File : General : NAEB

The Florida State University

Tallahassee

UNIVERSITY BROADCASTING SERVICES

January 10,1958

Dr. Sam Becker, Chairman
NAEB Research Committee
Television Center
State University of Iowa
Iowa City, Iowa

Dear Sam:

All four NAEB Research Committee Files have now been shipped to you.

In clearing my desk this afternoon, I came upon this attached sheet from the Study Group on Utilization. You might wish to check back in the December letters in the 1957 file and see if there has been any comment made to Harry on this.---Seems to me I may have talked to him on the phone in just general terms.

However, you may want to take your own action on this.

Cordially,

Raymond D. Cheydleur
Assistant Director

Gen. Correspondence
NAEB Research

The Florida State University

Tallahassee

UNIVERSITY BROADCASTING SERVICES

January 8, 1957

Dr. Sam Becker, Director
Television Center
State University of Iowa
Iowa City, Iowa

Dear Sam:

It was mighty good to learn this morning that you are the new Chairman of the NAEB Research Committee! I suggested to Harry and Burton that the work of the committee had reached the stage where it should be chaired by a man with the credentials you possessed. I only hope that I may cooperate as well with you as you did with me.

There are three bound files of material to be mailed to you. Since there are a few personal letters to be pulled, I will not ship them out until tomorrow.

There are several things you may wish to do:

1) All of the publications from grants-in-aid have not been received; these should be obtained and checked out.

2) Over sixty personal letters have been sent out to thank various people at the seminar. However, Gerhart D. Wiebe, of Elmo Roper and Associates, still needs to be thanked for his participation. A formal note needs to go to Dick Hull and to Keith Tyler for their fine cooperation. (The President and Vice-President at Ohio have already been thanked.

   The fourth letter and perhaps it should have been among the first, but the holidays shut everything down here, should go to Mr. Herbert E. Evans, Vice President and General Manager, People's Broadcasting Corp., Columbus, thanking him for the fine steak dinner he provided.

3) A formal request went into the Board for funds to pay for the editing of the seminar material. Another request has been filed requesting that funds be provided for the position of a Director of Research. At this time you may wish to make an additional request for funds needed to pay committee transportation costs. One thing hinges on the other, but it seems to me that it should be in the budget requests at once.

4) You may also wish to file a formal request for grants-in-aid help. I believe that $5,000.00 has been suggested.

As I clear the files here, there may be further items to forward to you. As you already know, grants-in-aid applications have been coming in here. These have been airmailed to Harry and should reach him today, Wednesday, or certainly by Thursday morning. I assume that these will be sent right out to you. If further properly dated applications do come in I'll telephone you by Friday afternoon to hold up the remailing of the others to committee members.

This looks like a really challenging year ahead of us! I'm looking forward to working with you.

Cordially,

Ray

Raymond D. Cheydleur
Assistant Director

RDC:as

C.C. Harry Skornia
Burton Paulu

Airmail

NAEB HEADQUARTERS
14 Gregory Hall
Urbana, Illinois

TO: NAEB Board
Utilization Committee
Grants-in-Aid Committee
Research Committee

FROM: H. J. Skornia

THE FOLLOWING RESOLUTIONS GREW OUT OF THE UTILIZATION STUDY GROUP AND RESOLVED BY THOSE IN ATTENDANCE:

R E S O L V E D: That the NAEB conduct a survey of community TV stations to ascertain the in-school service to education at the elementary and high school levels, and to determine the extent of the adult education program at the college level.

R E S O L V E D: That the NAEB GRANTS-IN-AID COMMITTEE explore the possibilities of grants-in-aid to promote utilization studies in furtherance of radio and television education at elementary, high school and college levels.

R E S O L V E D: That the NAEB expand its utilization services in addition to the utilization seminars and committee work.

R E S O L V E D: That the NAEB continue its efforts for equal advancement of educational radio and educational television; and that the NAEB use its organizational strength to urge administrators to use their radio-television specialists within the system in planning, developing and promoting the advancement of the radio-television media in education.

Respectfully submitted
for the
STUDY GROUP ON UTILIZATION
/s/ Elizabeth E. Marshall

ELIZABETH E. MARSHALL, Chairman

CC: KATHLEEN N. LARDIE
CLIFTON SCHROPP
ESTHER ASCHEMEYER
CLAUDE B. SMITH
JAMES A. FELLOWS

Copied NAEB Headquarters 12/9/57dc

File: NAEB: General

NAEB HEADQUARTERS
14 Gregory Hall
Urbana, Illinois

To: Richard Hull
Burton Paulu
Ken Harwood
Armand Hunter
F. E. Schooley
Loren Stone
Vernon Bronson

From: H. J. Skornia

Subject: Nielsen Study

Date: January 10, 1958

Gentlemen:

Minutes of the St. Louis Board meeting (Tuesday, October 29, 1957) read as follows:

" Headquarters introduced a letter from Irving R. Merrill of the Research Committee to the Board of Directors explaining a Research Committee recommendation that NAEB purchase "NCS #2", a nation-wide radio and television coverage study as conducted in the spring of 1956 by the Nielsen Company of Chciago. Details of such a purchase were described in the recommendation. The Board reviewed the pros and cons of such a proposal including value received, the need for such information, possible uses, and reactions of Association members. Since reactions to the proposal varied so greatly, it was not approved and the consensus was the the Board needed additional advice. Accordingly, Schooley moved that headquarters get reactions from a representative group of at least five radio and/or television station managers, inviting them to study the proposal and made recommendations. Headquarters will then collate this material for action by the Board. Schenkkan seconded and approval granted with Bronson recorded as dissenting."

I have just today received this material from Irving Merrill, and am sending out at once.

Would you therefore, as soon as you can, provide the recommendations requested?

Since the action called for its sending to " at least five" in both radio and TV I hope the selection, a combination of suggestions of Merrill (for 4) and mine (for 3) will be satisfactory.

A copy of this is also goint to Sam Becker, Research Committee Chairman, for his information.

We'll be looking for your comment.

Regards,

H. J. Sk.

Harry J. Skornia
Executive Director

HJS:jw
cc: Becker
Merrill
Board

Enclosures (2)

MEMORANDUM

January 6, 1958

TO : Board of Directors, National Association of Educational Broadcasters

FROM : Irving R. Merrill, for the Research Committee

SUBJECT : Importance of Radio-TV Coverage Data in NCS #2

1. For background, please refer to previous memo, dated October 21, 1957. Current memo is designed to answer questions raised at NAEB Board meeting at St. Louis.

2. What, in summary, does the Nielsen Coverage Study do?

   a. It shows for all U. S. radio and TV stations those territories within which the outlet regularly obtains an economically measurable number of listeners or viewers.

   b. It defines the area in which people can reasonably be expected to listen or view a station.

   c. It shows relative intensities of listening or viewing.

   d. It is standard for all stations, making comparisons easier.

3. What exact figures are given in NCS #2 in the "package" we are considering?

   a. For TV

      1) County market data, including total homes, total TV homes, total UHF homes.

      2) Station market coverage

         a) Monthly basis, showing
            1/ Number of homes reached
            2/ Percentage of total homes
            3/ Percentage of TV homes

         b) Weekly basis, showing
            same as monthly data

      3) Daypart circulation

         a) Daytime coverage
            1/ Weekly - number of homes and percentage of TV homes
            2/ Daily - same

         b) Night-time coverage
            Same breakdown as daytime

   b. For Radio

      Equivalent data to TV - but no FM coverage data given.

c. This data is reported county by county throughout the U. S. and this includes every TV and Radio station reportable (see par. 8b, previous memorandum)

4. How can station managers use these research findings in program planning?

a. Example 1: Households in County A (Urban Area) viewed the Educational Station in a higher proportion than households in County B (Rural Area), although both are same distance from transmitter.

1) Does the program schedule, upon re-examination, have more appeal for households w/metropolitan tastes? Is this result desired?

a) (If Yes) This is evidence of successful programming.

b) (If No) There are 3 alternatives.
1/ Broaden scope of existing program series.
2/ Introduce series "beamed" at rural area audience.
3/ Do some of both.

b. Example 2: An Educational Radio Station's weekly coverage compares favorably with commercial radio stations, but daily coverage for the educational radio station drops off more than for commercial stations.

1) Are occasional heavily promoted educational radio features (sports, etc.) responsible?

a) (If Yes) There are 2 alternatives.
1/ Associate weekly or daily features with special event, by scheduling or announcements.
2/ Schedule popular features more frequently to attract new audience to regular series.

b) (If No) Careful analysis or research is called for to find out the reason for this.

c. Example 3: An Educational TV Station's weekly daytime coverage compares more favorably with commercial TV coverage than does the educational TV Station's night-time coverage.

1) Is large daytime viewing the aim of the station?

a) (If Yes) This is evidence of successful programming.

b) (If No) There are 3 alternatives.
1/ Perhaps some strong daytime programs may attract an evening audience - shift them and promote them vigorously.
2/ Design new programs that can stand up to the competition of night-time commercial TV.
3/ Do both.

Note: These are examples only, and may not all apply to a particular station. There are many other uses of coverage data not illustrated. The proposed alternatives likewise are illustrative only. Coverage data is helpful because it suggests fruitful areas for more detailed research, and may serve to prevent useless investigations.

5. Shouldn't such nose-counting research be ignored?

a. NCS #2 should be purchased because it is nose-counting, in that

1) Academic researchers are not usually interested in such a limited-scope study.
2) This is the least expensive way of getting information that is accurate, and comparable for all U. S. radio and TV stations.

b. Such coverage data should be purchased because it can save money by reducing funds needed for planning, or for pilot studies, when surveys that go beyond mere nose-counting are conducted.

6. What if someone uses the data for a publicity release that hurts other NAEB members?

a. The productive uses of NCS #2 are denied the Association until the data is purchased.

b. The NAB has this data, and can let go a blast any time it wishes, whether we like it or not.

c. Would it not be the part of wisdom to secure access to this information about NAEB coverage?

1) We can then intelligently prepare for unfavorable statements coming from outside the Association.

2) We can then regulate the use of this data within the Association just as commercial firms refuse to divulge research findings not in their own best interest to release.

October 21, 1957

TO : Board of Directors, National Association of Educational Broadcasters

FROM : Irving R. Merrill, for the Research Committee

SUBJECT : Purchase of the Nielsen Coverage Study by the Association.

1. At the August meeting of the Research Committee, it was unanimously agreed that the Association be urged to purchase "NCS #2," a nation-wide radio and television coverage study conducted in the spring, 1956.

2. One provision was attached: the price must be right. Merrill was delegated to follow through, in cooperation with Paulu and Skornia, on negotiations already iniated. On October 2, Skornia and Merrill met with Mr. John K. Churchill of the Nielsen Company in Chicago. We were convinced that the Company had made a final offer.

3. Following this meeting I have carefully examined the situation again, and on behalf of the Research Committee submit the following recommendations:

a. Purchase of Complete Circulation Reports, "CCR", consisting of data for both television and radio showing, by State, further broken down by counties (listed alphabetically) for all stations having reportable coverage in each of these areas. Price $1,155.

b. Purchase of an additional copy of same data, bound separately for each State, separate volumes for television and radio. Price $ 60.
Total $1,215.

4. What do we get for $1,215?

1 Bound volume giving coverage data county by county for the entire nation for radio

1 Bound volume giving coverage data county by county for the entire nation for television

48 State folios, giving coverage data county by county for the State for radio

48 State folios, giving coverage data county by county for the State for television

5. How would this be used?

a. Keep the bound volumes as a permanent reference at NAEB headquarters.

b. Ship out, at individual member station request, the appropriate State folio, letting the member photostat, etc. pertinent pages. (I'm positive this is o.k. with Nielsen, Harry!)

6. What use would be made of this material?

a. This material is not likely to be suitable for promotional purposes, either nationally or locally. In almost all cases it is anticipated that educational stations will fall below the commercial stations in coverage achieved.

b. The advantage to the Association and to individual members will be in the area of research, planning, and analysis of operations.

c. In view of these facts, it would be wise to notify NAEB Headquarters in advance of any public statements made involving this data.

7. Do we need this kind of data?

a. The Research Committee recommends its purchase.

b. I do not feel it necessary to point out to a group of station managers the value of data on station coverage, or to explain what station coverage data is.

8. What stations are reported upon?

a. There are 24 NAEB member stations reportable in NCS #2. See attached list.

b. A reportable station is one reported listened to or viewed by at least 10% of all families in an entire county sometime within a month.

9. Where do we get the money?

a. This is properly a matter for consideration of the Board. The Research Committee feels this data is of value to the entire membership. For example, although WEAR-TV is not "reportable," (due to its UHF channel in a VHF area) data about our coverage area in NCS #2 would be of great help in a special survey operation we contemplate. Because of its general value to all members it would be appropriate for the Association to purchase the study out of Association funds entirely.

b. On the other hand, reportable stations can obviously make greater use of the data than non-reportable members. It would seem appropriate that these favored stations might contribute toward a single purchase.

c. By making this package deal the Association gets the data at less than 25% of the cost to the smallest commercial advertising agency. Stations buying separately would pay $150 each for local (not statewide) coverage data only.

10. Is this study reliable and valid?

a. The survey methods reported used in NCS #2 appear to me equal or better than any previous nationwide coverage study. Very good reliability

b. Certain statistics released to me on this study agree with known data obtained from other sources. The data appear valid.

c. (Incidentally, this is also the only coverage study less than 5 years old.)

NAEB MEMBER STATIONS
REPORTABLE IN NCS NO. 2

State	Station	Channel or KC
California	KQED (TV)	9
Colorado	KRMA (TV)	6
Illinois	WTTW (TV)	11
	WILL	580 KC
	WILL (TV)	12
Indiana	WBAA	920 KC
Iowa	WOI	640 KC
	KWLC	1240 KC
	WSUI	910 KC
Massachusetts	WGBH-TV	2
Michigan	WKAR	870 KC
Minnesota	KUOM - WCAL	770 KC
Missouri	KETC	9
Nebraska	KUON (TV)	12
New York	WNYC	830 KC
North Carolina	WUNC (TV)	4
Ohio	WOSU	820 KC
Oklahoma	WNAD	640 KC
Oregon	KOAC	550 KC
South Dakota	KUSD	690 KC
Washington	KWSC	1250 KC
	KCTS (TV)	9
Wisconsin	WHA	970 KC
	WHA (TV)	21

Fele : General : NAEB

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

OFFICE OF THE PRESIDENT
Station KUOM
University of Minnesota
Minneapolis 14, Minnesota

January 2, 1958

Dr. Sam L. Becker
Director, Division of
Television-Radio-Film
State University of Iowa
Iowa City, Iowa

Dear Sam:

I speak for headquarters as well as for myself when I express gratitude for your willingness to accept the post of chairman of the NAEB Research Committee. This is an area in which NAEB has been doing more and more lately. Bob Coleman gave this committee a lot of time and thought several years ago. Ray Cheydleur did yeoman service last year.

Now--with Ray's full approval--we are handing this over to you. Ray is continuing on the committee, however, and that is good, since it will give us continuity. Besides, he can help in concluding some of the activities currently in progress. In fact, you may want to set up an occasional subcommittee with Ray at its head to wind up such projects as are in midstream. For your information, a list of full membership for 1958 is attached. As you know, we have tossed around by mail and telephone the question of whether to enlarge the committee by including some "name" people from outside our ranks. After giving this much careful consideration, I've decided against it. We've found that committees become unwieldy if too large, and furthermore that the costs of meeting become excessive. But, there is nothing to prevent our setting up an "advisory council," or some such thing whenever we want to; then we could bring in Foshay, Lazarsfeld, Nielsen, Hooper, Dick Nixon, et alii.

The Research Seminar held at Columbus (which other NAEB duties unfortunately prevented my attending) made a strong recommendation for a full-time research director. This suggestion surely meets with my approval, and I imagine gets Harry's okay as well. I shall include this among the items on the agenda of the Foundation Committee, which will be meeting within the next few weeks. If put into effect, I presume it would require funds additional to those now available to us.

Welcome to the ranks of NAEB committee chairmen. And power to you in your new position!

With best regards for a Happy New Year,

Yours sincerely,

Burton

Burton Paulu
President

BP:ds
cc: Harry Skornia, Jack McBride,
Ray Cheydleur, Bob Coleman

January 20, 1958

Dr. Raymond D. Cheydleur
Assistant Director
Radio Station WFSU
Florida State University
Tallahassee, Florida

Dear Ray:

Have been going through the research files and correspondence this weekend. This is a gloomy Sunday afternoon in Iowa -- probably too depressing a day to be writing drafts of letters -- but my only chance to catch up on this sort of thing.

I found a number of references to your bringing your summary of theses on radio-television up-to-date. Wonderful idea. Was this done? If not, is it still in the works someplace? I also found references to the fact that a research manual (I gather the same idea that I suggested in Chicago and for which I have started a part on coincidentals) was being worked on as far back as 1954. What ever happened to this? Do we have any parts of it? If so, we could utilize them in our new manual. If it was done, we can simply save that time it would take to do it again.

I have asked Paulu to request funds for a committee meeting, following the completion of our Columbus report, for the final drafting of our research proposals for presentation to a foundation. I thought that the same amount of money which was available for our Chicago meeting would be adequate for this purpose. I think we will need to do most of this work by correspondence and each individual getting as many of his ideas on paper beforehand as possible, but a meeting will be needed to try to hammer out some final consensus.

On the implementation report from Gale, I do not think we need to send corrections to Keith at this point. He, as I understand it, will send everyone a copy of everything for corrections as soon as he has it all pulled together. I do

have some corrections on this report -- for clarification is nothing else -- but think they can wait until we see the entire document together. (By the way, I do not believe that I was on the implementation committee. I never met with them at Columbus.)

That seems to be it at this moment. You will hear from me often, though, I am sure.

Cordially,

Sam L. Becker
Director, Division of
Television-Radio-Film

SLB:mw

File

The Florida State University

Tallahassee

UNIVERSITY BROADCASTING SERVICES

January 23, 1958

Dr. Sam Becker, Chairman
NAEB Research Committee
Television Center
State University of Iowa
Iowa City, Iowa

Dear Sam:

In answer to your question about the compilation of theses on radio-television, you will find the first part of it published in the last issue of Journal of Broadcasting. Ken Harwood informs me that the rest of it will be done in the next issue.

Both of us are rather unhappy about this; that is, it needs to be kept up to date, expanded, etc.---Perhaps if I can ever find a half way decent teaching job in the next year or so, I'll really push ahead on this important project.

Nothing was ever done about the research manual mentioned in 1954. Ludwig (sp.?) was to go ahead with this and, as you may recall, left broadcasting for a better paying job.

What is the situation on Prof. Tannenbaum? Has he joined our committee? I did not see his name on one of the flyers you sent out to us a couple of weeks ago.

By the way, although Paulu and Harry S. never mentioned a date as to when Keith was to finish editing the Columbus material, I'm just wondering that if it is to be of any help if it shouldn't be wound up by early spring.

There's nothing else at the moment. I did send my grants-in-aid report back to Ken, however, --the day after it arrived.

Cordially,

Ray

Raymond D. Cheydleur
Assistant Director

General

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

NAEB

OFFICE OF EXECUTIVE DIRECTOR
14 GREGORY HALL
URBANA, ILLINOIS

January 28, 1958

Dr. Sam L. Becker
Chairmen, NAEB Research Committee
Division of Television, Radio, FM
State University of Iowa
Iowa City, Iowa

Dear Sam:

What do you think of this? I wonder if the NAEB should join in this, with you delegated as our representative? It would keep our hand in.

Yes

Since he was the only person we had on the spot, in Paris, at the time, John Meaney represented us at this meeting. I think I sent you a copy of an earlier note on this. Not sure he was greatly impressed, but I'd think this has possibilities. But I'll "quit pushin'" and let you make up your own mind, and decide what we might do.

Check correspondence file

NPAC - Keep good liaison with them

Thanks for your excellent telephoned suggestions of yesterday. Annual total is now $87,700.00 including $15,000.00 for annual studies, only $10,000.00 for Seminars and Workshops, and $20,000.00 Grants in aid. Have listed coordinator (16,500.00: $15,000.00 and 10% retirement etc.) and assistant, ($7,000.00 and 10%) with $4,000.00 travel. Your suggestions, now incorporated, have strengthened the whole request.

plans of research committee

See copies of only 3 letters received to date on Nielsen proposal. I wonder if we should now wait for their next year's study. I'll wait for all replies, of course, but thought you might like to see these.

Hey - wait for next year. Keep strong opposition

Sincerely,

Harry

Harry J. Skornia
Executive Director

HJS:jg
CC: Burton Paulu
Enclosures 1) (Report from International Association for Mass Communication Research
2) Copies of Schooley, Stone and Hunter letters on Nielsen Report.)

The Florida State University

Tallahassee

UNIVERSITY BROADCASTING SERVICES

January 29, 1958

Dr. Sam Becker, Chairman
NAEB Research Committee
Television Center
State University of Iowa
Iowa City, Iowa

Dear Sam:

Are there any funds available to pay for the costs of issuing certificates to those who participated in the recent NAEB Research Seminar. In our own operations I believe that they have an important place. Of importance, too, I believe that it might be a nice way to thank all of the people who put themselves out for the conference.

Cordially,

Ray

Raymond D. Cheydleur
Assistant Director

c.c. Harry Skornia

airmail

File: NAEB
Research Reports

THE LISTENERSHIP OF THE RESIDENTS OF ATHENS, OHIO TO THE OHIO UNIVERSITY RADIO STATION

by

Archie M. Greer
F. Craig Johnson

Under grant from

The National Association of Education Broadcastors

February 1958

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THE LISTENERSHIP OF THE RESIDENTS OF ATHENS, OHIO

to

THE OHIO UNIVERSITY RADIO STATION 1956-57

INTRODUCTION

The problem of educational radio in providing a maximum broadcasting service with limited funds has been the subject for much research. Radio educators continue to examine the relative cost and advantages of AM, FM, and Wired Wireless as a means of serving their audience.

Ohio University entered the broadcast scene in 1942 with the establishment of a "wired-wireless" radio station. The coverage of this station was not too successful. Surveys related to transmission and reception of the radio signal indicated that only a portion of the student audience could receive the signal.

To solve this reception problem, the University authorized the addition of a 10 watt FM radio transmitter, on December 12, 1949, at a cost of approximately $5,000. This method of transmission did not seem to help the reception problem. A survey of the appliance dealers in Athens showed that about 750 FM sets were located in the area, and it was assumed that some of these set owners listened to WOUN-FM (the University call letters at that time). Students continued to listen to the inadequate "wired-wireless" type of transmission. Students, it seemed, either did not have FM receivers, or did not choose to tune these sets to FM radio.

The "wired-wireless" reception, during these years, had improved somewhat, but still did not cover all the student living units and was not

available to those students living off the campus. Even those housing units receiving the signal had trouble with fading and interference.

This was the situation in 1957 when it was decided to add a one hundred watt AM transmitter at a cost of $12,000 to supplant the carrier current station. This proposed increase of power presented an opportunity to study the increase of service to the potential audience, particularly in the community of Athens and adjacent territory.

If the results of this study are to serve as a guide to other educational broadcasters in their research for the most effective means of reaching their potential listeners, a background of the programming philosophy, operation principles and technical facilities at Ohio University is necessary.

Programming Philosophy

Educational broadcasting at Ohio University is founded on the principles that the most satisfactory training experience is the one which most nearly approximates commercial broadcasting. Programs are developed which will enable the college student to perform the functions current in the broadcasting field today. The programs, therefore, combine the basic elements of commercial presentation. These are believed to be: a broad background in the field of broadcasting, an opportunity to develop a skill in program production techniques, the ability towork as a member of a team, and an active creative imagination.

To accomplish the above stated goals, programming at Ohio University has consisted of a variety of musical types ranging from more current musical fads to classical. News events are reported using the United Press wire service as a source and supplemented with features written by students.

Dramatic programming includes performance of dramatic scripts prepared as a class project. All local and campus activities are reported or broadcast from the point of origin. Intercollegiate athletic events such as football, basketball, baseball, track, and swimming, are done "play by play" by student sportscasters. Public service announcements, promotion of local and campus activities are substituted for the commercial copy which the student will encounter in the field.

It is a matter of station policy that any student being trained for broadcasting will participate in all phases of the broadcast operation.

Station Operational Procedures

The establishing of this policy and over-all responsibility for radio broadcasting rests with a Radio Executive Committee made up of: faculty members from engineering, music, journalism, speech, radio-TV; one member representing the Administration; and one radio-TV student. It is felt that this group represents the academic areas actively participating in broadcasting at Ohio University.

This Committee has always operated on the basis that the University radio station is a student training media and should be staffed and operated, for the most part, by students. Faculty participation is mainly supervisory. Regular shifts are set up so that one of the five faculty members is responsible for the radio operation at all times. Students, paid a nominal fee, are selected to be responsible for the handling of general management, traffic, continuity, special events, news, sports, music, publicity, and announcing. In addition to these staff positions, student engineers are paid $1.00 per hour to operate the transmitters. Engineering is supervised by a chief engineer who is

a member of the faculty. All other work is done by students on a volunteer basis. Approximately 150 students are included in the station operation.

The number of hours of broadcasting has been steadily increased since 1942. At the present time, the AM transmitter is on the air 17 hours per day (7 a.m. to midnight), 365 days per year. The FM is used for simulcast from noon to midnight. The volunteer students operate the station while school is in session. During vacation periods, a 6 man staff is paid $25.00 each per week to operate the station.

Technical Facilities

Ohio University operated a carrier current system which was discontinued in June 1957. This system served most of the campus but was unsatisfactory for residential Athens. The transmitter operated on a carrier frequency of 540 kilocycles. Radio frequency energy was carried on A.C. power lines for purpose of distribution. This system did not produce enough radiation into space to require a radio station license.

WOUI-FM operates on a carrier frequency of 91.5 megacycles with an effective radiated power of 10 watts. The transmitter designed by Gates is capable of high fidelity reproduction. The primary coverage extends to the city limits of Athens.

WOUB operates on a carrier frequency of 1340 kilocycles at a power of 100 watts. The transmitter is a new Gates 250 watt transmitter. Application has been filed with FCC to increase the power to 250 watts. This transmitter is capable of high fidelity AM broadcasting. WOUB has a primary coverage of 390 square miles within this area, serving a population of 58,154 people. The secondary coverage is approximately 6 counties or a 30 mile radius.

Programs from the 4 studios are fed to a master control board and then to the transmitters.

Both AM and FM transmitters are remotely controlled from a central location.

PURPOSE

The purpose of this project was to determine the effect of a change from a 10 watt FM and a carrier current transmission to a 10 watt FM and 100 watt AM transmission, on the listenership of the Ohio University radio station, Athens, Ohio.

PROCEDURE

To accomplish the above stated purpose, it was decided to measure the listenership of the University's FM station and carrier current facilities for the academic year 1956-57. This was done to provide a basis for a later comparison with the new 100 watt AM facility.

The measurement of listenership involves two basic kinds of information. First, the number of people who report listening to a station at a given time (coincidental), and, second, the number of people who report having listened to a station (recall). In addition to this basic information, the following factors seemed to have an effect on listenership: first, the number of hours listened to the station, second; listenership on AM or FM, third; FM set ownership, fourth; television set ownership, and fifth; objections to the survey on the part of the respondents.

Based on the kind of information required, time, money, and personnel available, the telephone survey method was selected. Coincidental as well as recall information can be gathered by this method.

Two surveys of the FM and carrier current facilities were conducted during the academic year 1956-57; the first, December 3-7, 1956, and the second from April 29-May 5, 1957. A third survey was conducted from December 2-6, 1957, after the establishment of the 100 watt AM transmitter.

The Construction of the Questionnaire

1. Types of questions: Two types of questions were used in these surveys:
   A. Coincidental questions to determine the people who were listening to their radio during the time the survey was conducted.
   B. Recall questions to determine the general listenership to WOUI, FM set ownership, television set ownership, and willingness of people to cooperate in further investigations of this type.
2. Pre-testing of questions:
   The questions were pre-tested in two pilot studies, the first conducted October 27, 1956, and the second November 7, 1956. The results of these pilot investigations indicated that the questionnaire was satisfactory.
3. The questionnaire:
   A. Introduction. "Hello. I'm a student from Ohio University and we're conducting a survey. Would you mind answering a few questions?" The words "Ohio University" were used to establish the validity of the questions for the reporter. It was felt that a statement of the sponsor of the survey would reduce the refusal rate.
      1. "Are you now listening to your radio?" This is a standard question for surveys of this type. If the respondent answers "yes," the question "to what station are you now listening?" was asked, and the first part of question two was not. If

the reply was negative question two was asked.

2. "Do you ever listen to WOUI,[1] the Ohio University Radio Station?" For comparative purposes it was felt desirable to establish the number of people who listen to the station at any time.

If the respondent answered "yes" the questions "Could you tell me how many hours per week you do listen" and "Do you listen on AM or FM?" were asked. The hours were requested in terms of a week rather than a day, since it was felt that most respondents would not listen every day. For the first survey there was no AM. But since the purpose of the whole project was to compare listenership, it was felt advisable to keep the questions constant for both groups.

If the respondent answered "no" to question 2, question 3 was asked.

3. "Do you own an FM radio?" With the AM facility established the question of the advisability of continuing with an FM transmission was bound to arise. This question would estimate the potential FM audience.

4. "Do you have a television set or sets in your home?" This question was asked to establish TV set ownership as well as providing a population for future investigations.

5. "Would you mind if one of our students were to contact you at a future time to ask some more questions about radio and TV?" This question was asked to discover the general feeling about the conducting of surveys in Athens, Ohio, as well as a list of individuals who might not cooperate on other types of investigations at some future times.

---

1. (Changed to WOUB for the third survey)

Drawing the Sample

The sample used for the first survey included the 3,684 households in Athens, Ohio and the surrounding area listed in the January 1956 Telephone Directory of The Commonwealth Telephone Company of Ohio, Athens, Ohio. The sample used for the second survey and for the third included the 3,656 households listed in the above directory dated January 1957.

Training the Interviewers

Training periods totaling 15 hours were conducted to prepare the interviewers. These included orientation lectures and practice sessions with the questionnaire. Half of the interviewers who were trained by this method for the first survey were utilized for the second survey. These experienced interviewers helped train the new interviewers used in the second and third surveys.

The Interview Proper

Eight students working in two shifts each for a period of about one half hour using four telephones placed the phone calls during the period from 7 to 10 p.m. December 3-7, 1956, April 29-May 5, 1957, and December 2-6, 1957.

All of the residents listed in the Athens, Ohio phone book were called during these 3 one week periods. Approximately half of the calls attempted were completed at this time. The remaining half was called during the week following each survey. Half of these were then completed making a total of 75% of the attempted calls completed. Of the remaining 25%, half of the phones were unanswered, one-fourth of the phones were busy, and one-fourth of the respondents refused to answer.

This information was summarized in the following table.

Percentage breakdown of attempted calls for the surveys conducted on the listenership of the radio facilities at Ohio University 1955-1957.

Calls completed on initial attempt	50%
Calls completed on second attempt	25%
Phone which did not answer	12.5%
Phones busy	6.25%
Refusals	6.25%
	100 %

The interviewers experienced a lack of ability on the part of some of the respondents to estimate the number of hours per week they listened to WOUI, and a lack of knowledge of whether they listened on AM or FM.

ANALYSIS OF THE RESULTS

A detailed report of the results of these surveys appears in Table I of this report. In an analysis of these results, the following factors should be kept in mind.

The Sample in Relation to the Population

The population of Athens, Ohio, is approximately 11,000, according to the 1950 census report; of this population 88%-92% of the households in Athens, Ohio, are listed in the telephone directory, according to the Board of Trade. Seventy-five per cent of the households owning telephones are represented in these surveys.

The Sample in Relation to the Rest of the Nation

Based on Fall Facts Basics published by Sponsor Magazine in July of 1956, the following comparison was made between the infomation of this report on the people of Athens, Ohio, and the approximate national average for the same type of information.

1. The national average of radio listeners between the hours of 7-10 p.m. is 12%. This report indicated 7% of the population of Athens, Ohio, listen to their radio during this period of time.
2. The national average of FM set ownership is 25% of the total population. This report indicates 27% of the residents of Athens, Ohio, own FM sets.
3. The national average for television set ownership is 85%. This report indicates that 86% of the residents of Athens, Ohio, own television sets.

These figures are not intended as an indication of the exact difference between Athens, Ohio, and the rest of the nation but rather to indicate that

Athens, Ohio, is not unlike the rest of the nation in matters pertaining to this report.

The Projection of the Sample to the Population

Although no attempt has been made to project these results to the total population of Athens, Ohio, there are several factors which would influence such a projection.

1. These surveys were conducted between the hours of 7-10 p.m. Therefore, the coincidental figures (question 1) cannot be projected to the entire population in view of the fact that small children, who make up a part of the total population, are likely to be in bed at this time. The projection of these coincidental figures is influenced by another factor. Since 12% of the total sample didn't answer their phones, it can be assumed that they were not at home, and therefore not listening to their radios.
2. There was an apparent lack of ability on the part of the respondents to estimate the number of hours they listened to WOUI per week. (question 2a) There is also a known prejudicial effect when a person is asked about a specific station before he estimates the number of hours he listens to that station as was done in the case of question 2a. Both these factors tend to minimize the stability of the response to this question.
3. It will be noted in answer to question 2b that the majority of the listeners listen to WOUI on AM. This may be due in part to the inability of respondents to know whether they listened on AM or on FM. It also may be due in part to the fact that some of the homes in Athens were able to receive the signal of the carrier current on the standard AM receiver.

The Effect of these Factors on the Study

1. Since the purpose of the major study is to compare the listenership of WOUI-FM and the carrier current with the listenership of the proposed AM station, the prime consideration is that the same method is used for the same population during a comparable period of time. All of these surveys used the same questionnaire for the same population.
2. The size of the sample seems adequate to accomplish the major purpose of the study.
3. It seems safe, then, to conclude that although there are some factors which effect the projection of the sample to the universe and there are some factors which tend to minimize the validity of the responses, they seem to be offset by the little change between survey 1 and survey 2 of this report, the size of the sample, and by the randomness with which these factors occur.

It is with these limitations in mind that the conclusions of this report are made.

TABLE I

COMPARISON OF TELEPHONE SURVEYS CONDUCTED DEC. 3-7, 1956, AND APRIL 29-MAY 5, 1957, IN ATHENS, OHIO

	Survey No. 1	Survey No. 2	Survey No. 3
No. calls attempted	3684	3656	3635
No. calls completed	2541	2608	2538

Type City: Telephone Coincidental — Athens — State — Ohio
Time conducted: 7-10 p.m.
Dates Conducted: Survey No.1 Dec. 3-7, 1956; Survey No.2 April 29-May 5, '57; Survey No.3 Dec. 2-5, 1957

Question	Answers	Raw Data (Before A.M.) (No.1)	Raw Data (Before A.M.) (No.2)	Raw Data (After AM) (No.3)	Per Cent (Before A.M.) (No.1)	Per Cent (Before A.M.) (No.2)	Per Cent (After AM) (No.3)
1. Are you now listening to your radio? (If answer was "YES," Question 1a was asked.)	Yes	176	139	161	7%	6%	6%
	No	2365	2469	2327	93%	94%	94%
1a. To what station are you now listening?	WOUI	17	15	137	10%	11%	85%
	Other	159	124	24	90%	89%	15%
2. Do you listen to WOUI, the Ohio University Radio Station? (If answer was "YES," Questions 2a and 2b were asked.)	Yes	678	757	1821	27%	29%	72%
	No	1863	1851	717	73%	71%	28%
2a * 2b. Do you listen on AM or FM?	AM	445	485	1602	66%	64%	88%
	FM	233	272	219	34%	36%	12%
3. Do you own an FM radio?	Yes	866	739	628	26%	28%	25%
	No	1590	1643	1752	63%	63%	65%
	Don't Know	285	226	258	11%	9%	10%
4. Do you have a television set in your home?	Yes	1953	2049	2172	77%	79%	86%
	No	588	559	366	23%	21%	14%
5. Would you mind if one of our students were to contact you at a future time to ask you some more questions about radio & TV?	Yes	371	307	181	15%	11%	7%
	No	2170	2301	2357	85%	89%	93%

* 2A. Could you tell me how many hours per week you do listen?

Survey No. 1 The 678 homes who reported having listened to WOUI, totaled 2983 hrs. for an average of 4.4 hrs. per week.

Survey No. 2 The 757 homes who reported having listened to WOUI, totaled 3175 hrs for an average of 4.2 hrs. per wk.

Survey No. 3 The 1821 homes who reported having listened to WOUB, totaled 28,497 hrs. for an average of 15.6 hrs. per week.

CONCLUSIONS

Within the limitations of the investigation, the following conclusions were reached:

I.

A. At no time, during any of the three surveys, were more than 7% of the sample listening to the radio between the hours of 7-10 p.m. This percentage did not vary appreciably from survey to survey. The establishment of an AM broadcasting facility did not seem to change the night time radio listening as established by the first two surveys.

B. Surveys #1 and #2 indicated that of this 7%, approximately 10% were listening to WOUI. Survey #3, taken after the establishment of the AM transmitter, showed that approximately 85% were listening to WOUB. This was a considerable increase over the previous two surveys. It can be assumed that the increase was due in part to the ability of the listener to receive a more strongly transmitted radio signal than from any of the other radio stations reaching this area. Other elements that might have influenced this statistic were; (1) the novelty of a new station being in the area, (2) acceptability of the programming, (3) interest of a college community in the broadcasting of a University radio station.

II.

A. Approximately 28% of the sample of surveys #1 and #2 had listened to WOUI at some time. This figure increased to 72% for survey #3. It is also assumed that the reasons stated in part B of conclusion I would also apply in this case.

B. Sixty-five per cent of the above mentioned group listened on AM radio for the first two surveys. Eighty-eight per cent listened on AM for survey #3. This might lead the reader to conclude that the increase in AM listenership was due to a decrease in FM listenership. However, the fact that the number of FM listeners remained the same while the total number of listeners increased would suggest that this increase was a functioning of a gain in AM listeners. Approximately the same number of homes continued to listen on FM radio; 9% of the homes reached listened on FM radio during all three surveys.

C. The 28% of the population on surveys #1 and #2 listened to WOUI an average of 4.4 hours and 4.2 hours. The 72% on survey #3 listened to WOUB an average of 15.6 hours per week. This was a sizable increase. It was first felt that the fact that WOUB had increased its broadcast hours would be an influencing factor; however, WOUI had increased its broadcast schedule from 10 hours a day to 16 hours per day after survey #1 and no increase in audience or listening time was experienced on survey #2. It must be reiterated at this time that the novelty of a new local broadcast operation combined with a well received radio signal, comparatively good programming and locally featured programming probably acted as a listening stimulant.

III. The ownership of FM radios did not vary appreciably from survey to survey. The figure remained within the 25-28% catagory. 33% of the respondents who owned FM sets listened to WOUI-FM. 80% of the non-TV set owners listened to WOUB for an average of 16.8 hours per week. This is slightly higher than the average of TV set owners. 44% of the non-TV set owners listen to the radio between the hours of 7-10 p.m. This is seven times larger than the general average.

IV. Surveys #1 and #2 reflected a decrease from 15% to 11% in the objection to the conducting of the survey. On Survey #3 it dropped further to 7%.

From these conclusions several generalizations might be made. It seems safe to say that a change from carrier current to AM and FM will increase community listenership. Those members of the audience who listen to FM will continue to do so. The increase of TV set ownership seems to have little effect on the radio listening pattern. Although, there may be a slight objection on the part of some respondents to a survey of this type, those objections will decrease with repeated contact or an increase of favorable disposition toward the University's radio station. The change from a limited to a full time operation has not changed the basic policies of a student operated station. Reports of student reception indicate a complete coverage of all student living units, both on and off campus. The expendature of $12,000 for AM seems to be justified.

Frank Schooley

February 10, 1958

Dr. Irving Merrill
Station WKAR-TV
Michigan State University
600 Kalamazoo Street
East Lansing, Michigan

Dear Irv:

Have just received Harwood's reaction to the Nielsen proposal. He too recommends <u>not</u> purchasing this year.

I'd guess we now have an adequate expression (in addition to those already forwarded to you) to consider the case closed for this year.

In haste,

Harry J. Skornia
Executive Director

HJS/djc
CC: Burton Paulu
NAEB BOARD
NAEB RESEARCH COMMITTEE

YES: you, Pauly, Stone
All opposed. Only
Hunter favored

File: NAEB

February 4, 1958

Mr. John M. Parsey
Research Director
National Project in Agricultural
Communications
Michigan State University
East Lansing, Michigan

Dear John:

Sorry to be so long in responding to your letter after the Columbus seminar but I was looking for a graduate student or two here whom I thought were capable of carrying on such a project with a minimum of supervision from me. (Sorry to tell you that there are darned few of such animals around.) Anyway, I gave up the search when I received the news that Ken Harwood will be doing it. Think this is fine. Ken will certainly do a top job. I have a lot of respect for his ability and integrity. I am anxious to see his plan of attack.

Harry wrote me about the cooperation between NPAC, NAEB, and ETRC. I am quite pleased with this also. Should certainly give the final document good distribution and, at the same time, make funds available for a quite thorough job.

I have no great suggestions for this project. Your outline sounds good. I would, however, like to suggest two things. The first is quite simple, the second quite difficult. (1) I would like to see some emphasis on methodologies which have been employed as well as on the findings which have resulted. This is often helpful to future researchers in television and other media, as well as in radio. (2) I would like to see an <u>evaluation</u> of the studies covered, rather than simply a description. As you know, there has been some abominable work carried out in the name of broadcast research (I have even done some of it myself!) and I believe the compiler of such an inventory has a responsibility to the reader to be extremely critical and honest. This is important for researchers who are to use this inventory as a reference. This is probably more important for the practitioner. The researcher, if some of the studies are relevant to his work, will go to the basic documents and

check them. The practitioners will not. Even if they did, they would not have the background to truly evaluate their worth. As I say, this is tough. The analysts must know their business. Also, one does not make many friends this way among those whose studies you are reviewing. On the other hand, if this is not done, the value of the inventory is severely limited. This was the major fault with Kumata's initial inventory of instructional television research.

Again, let me apologize for the delay in responding to your first letter. It was certainly not due to a lack of interest on my part in this project. I believe it to be extremely important. I look forward to hearing of its progress. If there is anything that I can do, please feel free to write. There will be no similar delay the next time.

Sincerely,

Sam L. Becker
Director, Division of
Television-Radio-Film

SLB:mw

cc: Raymond D. Cheydleur

National Project in Agricultural Communications

AMERICAN ASSOCIATION OF LAND-GRANT COLLEGES AND STATE UNIVERSITIES • AMERICAN ASSOCIATION OF AGRICULTURAL COLLEGE EDITORS

WELLS HALL • MICHIGAN STATE UNIVERSITY
EAST LANSING, MICHIGAN

STANLEY ANDREWS
Executive Director

January 31, 1958

Dr. Sam L. Becker, Director
Division of Television-Radio-Film
State University of Iowa
Iowa City, Iowa

Dear Sam:

The enclosed letter to Ray Cheydleur reports progress to date on the inventory-digest of radio research that was discussed briefly at the close of the NAEB research seminar. In a sense, too, it's a follow up of my letter of December 20.

The participants and consultants (I wrote to all of them) have suggested people and resource centers that might be approached as cooperators in the proposed venture. At present, we're working along two lines: (1) identifying the person or group to undertake the compilation of the proposed inventory; and, (2) exploring the possibility of making the project a joint venture of NAEB, ETRC, and NPAC.

On the first point, Ken Harwood and his people have responded with what looks like a workable plan and are in the process of drawing up a formal proposal. No final decision has been made, but we're checking with all of the people who offered comments and suggestions in reply to my first "round robin" letter. On the second point, NAEB has agreed to come in on a one-third-share basis, and I hope that ETRC will make a similar decision.

That's where things stand at present. I'll keep in touch as the project develops and would appreciate having any thoughts or reactions that might occur to you.

Sincerely yours,

John M. Parsey
Research Director

JMP:ts
Enclosure

National Project in Agricultural Communications

AMERICAN ASSOCIATION OF LAND-GRANT COLLEGES AND STATE UNIVERSITIES • AMERICAN ASSOCIATION OF AGRICULTURAL COLLEGE EDITORS

STANLEY ANDREWS
Executive Director

WELLS HALL • MICHIGAN STATE UNIVERSITY
EAST LANSING, MICHIGAN

January 31, 1958

Mr. Raymond D. Cheydleur
NAEB Research Committee
University Broadcasting Services
Florida State University
Tallahassee, Florida

Dear Ray:

Sorry to have been the cause of making your mail go astray. We must have taken the wrong address off the list of seminar participants.

As requested, I'm enclosing an extra copy of the folder and another of the dittoed sheets that was sent to the seminar participants. I'd appreciate any other thoughts you might have on the inventory project.

Newburn and Crary of ETRC are currently involved in their annual board meeting and have not been able to give a final word on their participation in the venture. I expect to hear from them very soon. At the moment, therefore, things stand very much as they did when I wrote to you a week ago.

I got in touch with Sam Becker right after the seminar, but haven't had anything from him. I'll try again today.

Sincerely yours,

John M. Parsey
Research Director

JMP:ts
cc: Sam Becker, Iowa
Enclosures

January 27,1958

Mr. John M. Parsey, Research Director
National Project in Agricultural Communications
Michigan State University
East Lansing, Michigan

Dear John:

Your letters of December 23 and January 24 arrived today. Apparently the first one was held at Gainesville for over thirty days before being sent on to us here.

You asked for reactions and the only one I had to make was that of suggesting that you get in touch with Ken Harwood. This you have already done during the last few weeks, as mentioned in today's note.

Sam Becker is the new chairman of the NAEB Research Committee and I am sending him all of the material you have mailed to me. You may want to also contact him at the Television Center, State University of Iowa, Iowa City, Iowa.

Having done a thesis at Wisconsin in agricultural programming, I am greatly interested in what you are doing in this area. Would you be able to send me an extra copy of the folder and the ditto sheet of December 15: "Inventory-Digest of Radio Research?"

Your Friday letter indicates a three-way undertaking between NAEB,ETRC, and NPAC. If this involves the NAEB Research Committee you will want to get in touch with Sam Becker at once, now that he has taken over.

I'll certainly appreciate your keeping in touch with me on whatever develops.

Sincerely,

Raymond B. Cheydleur
Member, NAEB Research Committee

c.c. Sam Becker

airmail

December 15, 1957

INVENTORY-DIGEST OF RADIO RESEARCH

Stated broadly, this research inventory-digest has two purposes:

1. For practitioners: To provide references to, and digests of, research which they can apply in their professional work.
2. For researchers: To conserve effort by identifying research related to studies researchers may be considering.

For both groups, of course, there is the implication that keeping up with relevant research is a professional obligation.

The end result will be a document that will include:

1. A descriptive commentary on the research findings based on the body of studies selected for review, organized to reflect the nature of the available data.
2. An attempt to point up highlights, to draw implications, and to suggest areas of needed research.
3. An annotated bibliography of research, including all sources referred to plus marginal work related to the subject or problem.

There will be some standardization of each document in the series. At the same time, there will be enough flexibility to permit the treatment to reflect the essential nature of the area selected.

National Project in Agricultural Communications

AMERICAN ASSOCIATION OF LAND-GRANT COLLEGES AND STATE UNIVERSITIES • AMERICAN ASSOCIATION OF AGRICULTURAL COLLEGE EDITORS

WELLS HALL • MICHIGAN STATE UNIVERSITY
EAST LANSING, MICHIGAN

STANLEY ANDREWS
Executive Director

January 24, 1958

Mr. Raymond D. Cheydleur
Chairman, NAEB Research Committee
The Florida State University
Tallahassee, Florida

Dear Ray:

It's satisfying to know that the people who underwrote the research seminar see in it many of the values that I'm sure were realized by the participants.

The inventory-digest of radio research that was discussed briefly at the end of the seminar has made good progress. Ken Harwood's people are going to submit a proposal to undertake the work. Equally promising is the possibility of making the project a three-way undertaking between NAEB, ETRC, and NPAC. NAEB has agreed to go in on a one-third share basis and I am hopeful that ETRC will also agree to come in.

Aside from the economics of the venture, the possibility of a cooperative approach has exciting possibilities related to the quality, distribution, and impact of the end product.

I'll keep in touch on developments.

Sincerely yours,

John

John M. Parsey
Research Director

JMP:ts

National Project in Agricultural Communications

AMERICAN ASSOCIATION OF LAND-GRANT COLLEGES AND STATE UNIVERSITIES • AMERICAN ASSOCIATION OF AGRICULTURAL COLLEGE EDITORS

WELLS HALL • MICHIGAN STATE UNIVERSITY
EAST LANSING, MICHIGAN

STANLEY ANDREWS
Executive Director

December 23, 1957

Dr. Raymond D. Cheydleur
Assistant Director
Florida University Broadcasting Services
Gainesville, Florida

Dear Raymond:

I'm still partly under from the pace of the N.A.E.B. Research Seminar, but am beginning to recuperate. At short range, the meeting appears to have been highly successful. At long range, it should prove to be even more successful.

I am enclosing a brief statement of NPAC interest in an inventory-digest of radio research. You may recall that this matter came up toward the close of the sessions. I hope that this statement will be a reminder and that it will help identify people who might be interested in a venture of this kind. From this beginning, it should be possible to fill in details and develop a plan to produce a document that will be useful to the many people concerned with radio broadcasting.

I should appreciate having your reactions to the approach suggested and would be glad to supply additional explanations and details. In addition, could you suggest interested and capable people who might be approached on this matter?

This inquiry and enclosure are going to all the Seminar participants in the hope that we can make an early start in this area.

With best wishes for Christmas and the New Year,

Sincerely yours,

John

John M. Parsey
Research Director

JMP:ts
Enclosures

National Project in
AGRICULTURAL COMMUNICATIONS

NPAC, supported jointly by the W. K. Kellogg Foundation and participating and cooperating institutions, organizations, and individuals, operates from offices

located
on the campus
of . . . Michigan State
Wells Hall · East Lansing
Michigan

. . . the NPAC program

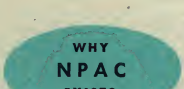
This National Project in Agricultural Communications, known as NPAC, stems from and centers around the land-grant colleges and universities, the United States Department of Agriculture, and related organizations of business and industry.

Through NPAC, these institutions and organizations can rally both human and material resources to improve communications and to stimulate and facilitate professional work in this area.

NPAC'S program continues to develop within the framework of its major objective:

"To assist administrators and information workers in our land-grant institutions and the United States Department of Agriculture in using present and potential communications more effectively and efficiently in extending to the entire public the services and facilities of their institutions."

By resolution, the NPAC board defines project operations and relations as ". . . to work with everyone who can be of assistance in the planning and execution of project activities."



Agricultural educators and editors constantly seek better ways by which knowledge and experience in agriculture, home economics, and related fields can be communicated and translated into everyday practice. NPAC shares this concern and works through inter-related operations designed to:

- **Develop higher professional competence in agricultural communicators.**
- **Increase knowledge and understanding of the communication process.**
- **Improve conditions under which agricultural communication takes place and communicators work.**

Activities of NPAC involve people, processes and conditions, and generally classify as training, service, or research. In operation NPAC seeks to:

Stimulate institutions, organizations, and individuals to see the need for improved communications.

Facilitate fact-finding, planning, and action to improve communications.

Coordinate cooperative and efficient efforts in developing and executing plans.

Communicate information on plans, procedures, and results to permit the greatest number to share the knowledge, insight, and experience gained.

NPAC selects, conducts and aids activities which relate to its broad program and insure maximum progress toward its objectives. It operates in ways that:

- **Multiply resources through cooperative effort.**
- **Conserve resources by avoiding duplication.**
- **Insure and permit wide participation.**
- **Develop activities to serve multi-purposes.**
- **Help others to help themselves.**
- **Involve the best personnel available.**
- **Demonstrate effective, efficient communications.**

To accomplish these ends, NPAC invites the participation of any group or individual with problems in agricultural communications or with new ideas in communication training, research, or production.

MAJOR PROGRAM AREAS

Out of NPAC'S first 18 months' experiences and the conclusions of the National Agricultural Communications Conference, four major areas emerge as the principal targets of the NPAC program. Each specific activity undertaken by NPAC classifies into one or more of these areas, as follows:

Professional Improvement of Agricultural Communicators. Operations here are designed to help individuals, institutions, organizations, or communication media obtain or extend pre-service and in-service training opportunities in agricultural communications. This includes ways to encourage or recruit more people for the profession and to cooperate with efforts to improve preparation of students for communication careers in agriculture.

Cooperation in Agricultural Communications. Efforts here are directed toward helping everyone concerned achieve an effective, efficient educational job through full cooperation of educational institutions, communications media, agricultural industries, and farm organizations.

Integration and Administration of Communications. Activities here are such as to enable administrators, specialists, editors, and others to determine where and how the communications operation can best serve both the institution or organization and the specific public or audience.

Evaluation of Communications. Main objectives here are to help communicators and educators determine ways to assess the needs of people, to key communications to those needs, and to evaluate results. This includes efforts to inventory, make known and encourage application of research findings related to agricultural communications, as well as to help gain further insight into the communication process through new research.

the NPAC board

A board of control, appointed by the Association of Land-Grant Colleges and Universities, determines the broad policies of NPAC. The association appoints the board from individuals nominated by the initiating and supporting associations and organizations. Current members of the board, and the groups by which nominated, are:

Association of Land-Grant Colleges and Universities

FRED S. HULTZ
President, North Dakota Agricultural College

Extension Committee on Organization and Policy

E. W. JANIKE
Associate Director of Extension, University of Nebraska

Experiment Station Committee on Organization and Policy

*MARK T. BUCHANAN
Director of Experiment Stations, State College of Washington

American Agricultural Editors' Association

†PAUL JOHNSON
Editor, Prairie Farmer, Chicago, Illinois

National Association of Television and Radio Farm Directors

SAM B. SCHNEIDER
Farm Director, KVOO, Tulsa, Oklahoma

American Association of Agricultural College Editors

**GEORGE CHURCH
Publications Editor, Oklahoma A. & M. College

FRANK JETER
Agricultural Editor, North Carolina State College

LESTER A. SCHLUP
Director, Division of Information Programs, Extension Service, USDA

WILLIAM B. WARD
Head, Department of Extension Teaching & Information, Cornell University

Michigan State University

T. K. COWDEN
Dean of Agriculture, Michigan State University

*Chairman; †Vice-Chairman; **Secretary

the NPAC staff

Stanley Andrews
Executive Director

Francis C. Byrnes
Associate Director

John A. Morrow
Audio-Visual Director

John M. Parsey
Research Director

the NPAC record

In its first 18 months, the National Project in Agricultural Communications . . .

- enrolled *700* professional agricultural communicators in project activities.
- met on campus with the staffs of *26* land-grant colleges.
- participated in activities of *33* agricultural and educational associations and organizations.
- planned, produced and sold *250,000* agricultural career brochures.
- produced and sold *20*, rented *13* television training kits.
- conducted *3* clinics on publication layout and design.
- managed national communications conference attended by administrator-editor team from *50* land-grant colleges.
- co-sponsored writing short course attended by *88* economists and editors from *11* land-grant colleges and USDA.
- obtained and analyzed needs of colleges and television stations for agricultural TV film.
- coordinated production of experimental soil survey report.
- prepared and distributed *10* issues of AGRICOM.
- arranged for judging and evaluation of *262* entries in national cooperative information service fair.
- partially financed planning, program and evaluation of 1954 AAACE meeting.
- financed supplemental distribution *600* copies of each issue of ACE to administrative people and outside interests.
- launched continuing evaluation program on college publications, with *35* institutions participating in first round.
- produced writing manual, *3* slide sets for training in publication layout and editing.
- partially financed and participated in work of *12* different planning and advisory committees.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

NAEB

OFFICE OF EXECUTIVE DIRECTOR

14 GREGORY HALL
URBANA, ILLINOIS

February 3, 1958

Dr. Sam L. Becker, Director
Division of Television, Radio, Film
State University of Iowa
Television Center
609 10th Avenue
Coralville, Iowa

Dear Sam:

Just received, as mailed by Meaney. Keep the Report #21. I have another. Keep the others —— if you don't already have. Return those which duplicate what you have.

Our best,

Harry

Harry J. Skornia
Executive Director

HJS/dfc

File: 108 R: Research

UNIVERSITY OF SOUTHERN CALIFORNIA
UNIVERSITY PARK
LOS ANGELES 7

February 25, 1958

Professor Sam L. Becker, Director
Division of Television-Radio-Film
State University of Iowa
Iowa City, Iowa

Dear Sam,

Many thanks for your note and for your suggestions regarding the inventory-digest of radio research. John Parsey has said that we may proceed with this project, and we are planning to do our very best in the way of providing an evaluation as well as a summary. We do hope to emphasize methodology as well as findings.

Very best wishes to you.

Cordially,

Kenneth Harwood, Chairman
Department of Telecommunications

kh:mk

air mail

File: 1102 B: NPAC project
(There is some earlier material for this file also)

National Project in Agricultural Communications

AMERICAN ASSOCIATION OF LAND-GRANT COLLEGES AND STATE UNIVERSITIES • AMERICAN ASSOCIATION OF AGRICULTURAL COLLEGE EDITORS

WELLS HALL • MICHIGAN STATE UNIVERSITY
EAST LANSING, MICHIGAN

STANLEY ANDREWS
Executive Director

February 7, 1958

Dr. Sam L. Becker, Director
Division of Television-Radio-Film
State University of Iowa
Iowa City, Iowa

Dear Sam:

Thanks sincerely for the comments and suggestions on the proposed inventory-digest of radio research. The two concerns you mention are certainly important and right in the spirit of the things Ken and I discussed as a basis for his formal proposal.

Briefly, the idea is to add a section to the kind of treatment that Kumata made in his inventory. This section will undertake an analytical treatment, covering theory, methodology, validity of findings, etc. The general idea of this "extra" section adds up to a commentary on the validity of what we have learned and on the validity-reliability of the methods we have used. You can appreciate that the problem is, in a sense, circular as it is "impossible" to separate research findings from method. Moreover, in this particular case, the fact that the compiler might have reservations about methods, findings, etc. is going to have an impact on what he includes in the "descriptive" section of the inventory.

Right now, Ken is in the process of developing a proposal. NAEB has agreed to co-sponsor the venture, as you know. I have not heard from ETRC and have some misgivings about the time it is taking them to arrive at a decision. Some after-the-fact information that I have picked up suggests that our approach would have had more effect if it had been based on this "after" knowledge, but we shall see what we shall see.

I shall keep in touch as things develop and share with Ken all of the good ideas and offers of help that have come from the seminar participants.

Sincerely yours,

John M. Parsey
Research Director

JMP:ts

February 3, 1958

Dr. Harry J. Skornia
Executive Director
NAEB
14 Gregory Hall
Urbana, Illinois

Dear Harry:

Regarding your letter of January 28th.

1) I think it extremely important for the NAEB to be a member and support the International Association for Mass Communication Research. There are many reasons for this:
   a) It is important for us to be recognized as the representative of educational broadcasting in this country.
   b) It is important for us to support groups with interests which coincide with ours and out of which can come information which is important to educational broadcasting. If we do not join, most of the push from this country will apparently be in the direction of journalism-type research and this is only one small part of what it should be.

2) On the Nielsen proposal, I would certainly wait for next year. I also wonder about the advisability of going through with this against some rather strong opposition. Most of the station managers, as it is, see little value for them in research. I am afraid their opposition to research might become even stronger if, at this time, something is done which they feel might be destructive of their interests or position. As I see it, the issue is not important enough at this time to risk alienating the station managers.

3) Think the plan to cooperate with the NPAC and ETRC on the compilation and analysis of radio research is wise indeed.

I assume that you received Cheydleur's letter of the 29th concerning the issuance of certificates to those who attended the research seminar. I do not know the shape of the budget but there seem to me to be many more important places where this money could be put. However, if you think it wise, I would not argue against it.

Cordially,

SLB:mw

Sam L. Becker

February 4, 1958

Mr. Raymond D. Cheydleur
Assistant Director
Radio Station WFSU
Florida State University
Tallahassee, Florida

Dear Ray:

I just dropped a line to Harry re your letter of the 29th and some other matters. I have no idea about funds. My reaction is that this is not as important as, let-us-say, grants-in-aid but that if money is available I believe it would be a good gesture.

I assume that you received Harold Hill's letter of the 31st also so we shall see.

Colder than the devil in Iowa today. Wish I was down in sunny (?) Florida.

Best,

Sam L. Becker
Director, Division of
Television-Radio-Film

SLB:mw

NAEB: General

Sam Becker

February 10, 1958

Dr. Irving Merrill
Station WKAR-TV
Michigan State University
600 Kalamazoo Street
East Lansing, Michigan

Dear Irv:

Have just received Harwood's reaction to the Nielsen proposal. He too recommends not purchasing this year.

I'd guess we now have an adequate expression (in addition to those already forwarded to you) to consider the case closed for this year.

In haste,

Harry J. Skornia
Executive Director

HJS/djc
CC: Burton Paulu
NAEB BOARD
NAEB RESEARCH COMMITTEE

UNIVERSITY OF SOUTHERN CALIFORNIA
UNIVERSITY PARK
LOS ANGELES 7

February 6, 1958

Professor Samuel Becker
Chairman NAEB Research Committee
Television Center
State University of Iowa
Iowa City, Iowa

Dear Sam,

Congratulations on your appointment as chairman of the research committee. I hope that the hectographed materials are sufficiently self-explanatory to support the modestly arbitrary position that I have taken in recommending Browne, Kager, and Paulu to Skornia for grants in aid.

Privately and personally I agree with you that Kager's application was the only reasonably worthwhile one. You may care to suggest to Kager that Kumata, Merrill, and I urge him to take extreme care in defining and identifying opinion leaders. As Merrill and Kumata suggested he should consider carefully the possibility of obtaining his information through personal interviews.

The committee is at fault for having let the Browne matter continue for as long as it has. Probably Browne does not deserve reimbursement of $100, but the reputation of the committee is worth at least that much.

I agree with you that the proposed Paulu study is not worth more than $300, and that Paulu's presidency of NAEB admits some question of priority in our recommending him for a grant. In view of the availability of more money than was allocated tentatively during our meeting in Chicago, and in view of the recommendations of the other members of the subcommittee, Paulu's proposal seemed next best after Kager's.

All of the remaining proposals appeared to me to be so weak as to merit very little consideration.

Here are a few ideas regarding future NAEB research projects as requested through your letter of January 28 to Keith. Hold three or four annual two-week workshops for the purpose of increasing the methodological and mathematical proficiencies. Complete and extend the bibliography by Paulu that was published by NAEB several years ago. Do another monitoring study in the Smythe-Remmers series.

Initiate and publish a thorough research into legal problems of educational broadcasters, including tax, personnel, copyright, privacy, fund raising, residuals, and other matters.

All good wishes to you, Sam.

Cordially,

Kenneth Harwood, Chairman
Department of Telecommunications

kh:mk

air mail

UNIVERSITY OF SOUTHERN CALIFORNIA
UNIVERSITY PARK
LOS ANGELES 7

February 6, 1958

Dr. Harry J. Skornia
Executive Director
National Association of Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Harry,

The enclosed tables summarize the views of the subcommittee on grants in aid of the committee on research. As chairman of the subcommittee I recommend the following grants: Browne, $100; Kager, $500; and Paulu, $400.

Three of the five judges recommended no amount for LeBeau or for Lewis. The compromise amount of $200 for McBride is less than half of the $487 that he requested.

Many thanks for making available more than the $500 or $600 that had been contemplated. Very best wishes to you.

Cordially,

Kenneth Harwood

kh:mk

cc: S. Becker
R. Cheydleur
H. Kumata
I. Merrill

enc

air mail

RANKING OF STUDIES

Applicant	Judge: BECKER	CHEYDLEUR	HARWOOD	KUMATA	MERRILL	Sum	Resultant Rank
Browne	3	1	3	4	4	15	2.5
Kager	1	2	1	1	1	6	1
LeBeau	6	4	6	5.5	5.5	27	6
Lewis	4	3	5	5.5	5.5	23	5
McBride	5	6	4	2	2	19	4
Paulu	2	5	2	3	3	15	2.5

RECOMMENDED GRANTS

						Suggestion
Browne	100	100	100	50	50	100
Kager	500	500	500	500	500	500
LeBeau	250	250				
Lewis	250	428				
McBride	100	97	100	300	300	
Paulu	300	500	200	500	500	400

February 11, 1958

Dr. Irving R. Merrill
Director of Television Research
Michigan State University
East Lansing, Michigan

Dear Irv:

Thank you for your letter of the 3rd. I, too, believe that this can be an important year for the Research Committee. Just hope that we can get things started so that the organization will be headed in the right direction, research-wise.

Concerning your questions and comments about the radio inventory project -- this came along at a good moment. If this cooperative project has not gone through, I believe it would have been one of the first major projects for the research committee -- which we would have had to finance alone. One of the problems with the NAEB committee structure -- members scattered across the country -- is that it is impossible to poll the committee when decisions must be made quickly. I assume that this is what happened with this one. As for the source of the funds, this I do not know.

Thank you again for the letter. Looking forward to some good suggestions from you for our research plans.

Sincerely,

Sam L. Becker
Director, Division of
Television-Radio-Film

SLB:mw

MICHIGAN STATE UNIVERSITY

OF AGRICULTURE AND APPLIED SCIENCE • EAST LANSING

TELEVISION STATION • WKAR-TV

February 3, 1958

Mr. Sam Becker
State University of Iowa
Television Center
Iowa City, Iowa

Dear Sam:

I am glad that you have accepted the chairmanship of the NAEB Research Committee. It will be a pleasure to serve with you during what looks like an important year for the Committee.

You will get a letter from Parsey telling about the radio inventory project which will in all probability go to Harwood. I am sure we members of the committee approve such a project. I am wondering if Skornia checked with you about the Association's committment to this research venture, and where this large amount of funds came from.

Sincerely,

Irving R. Merrill
Director of Television Research

IRM/cdm

From H. J. Skornia

Sam Becker

File: NOEB

February 12, 1958

Mr. John K. Churchill
Vice President
A. C. Nielsen Company
2101 Howard Street
Chicago 45, Illinois

Dear Mr. Churchill:

I am writing to inform you that the National Association of Educational Broadcasters does not see its way clear to purchase the NCS #2 data at the present time.

The matter was considered at the meeting in St. Louis as we indicated and was tabled pending some further polling of the membership, which has now been completed.

I believe I speak for a good many of the members of the Association when I say that we appreciate your interest in making this data available to us at what amounts to a special non-commercial educational rate. A number of the members expressed interest in the new NCS study, so this round of negotiation may have had an educational value.

Yours very truly,

Irving R. Merrill
Director of Television Research

IRM/edm

cc: Mr. Harry J. Skornia

February 14, 1958

Dr. Kenneth Harwood, Chairman
Department of Telecommunications
University of Southern California
Los Angeles, California

Dear Ken:

Thank you very much for your letter and report. You did an excellent job and I think that the recommendation is a good one.

I assume that Harry will inform the recipients of the grants of the fact that they are recipients and it seems to me perfectly in order that he urge Kager to take extreme care in identifying opinion leaders and to consider carefully the possibility of obtaining his information through personal interviews. (Harry, these suggestions were noted by Ken, Kumata, and Merrill and I certainly concur. If followed, these would strengthen his study tremendously and it seems to me clearly proper for the NAEB to make these suggestions.)

By the way, Ken, John Parsey has informed me that you might be doing the inventory-digest of radio research. I hope you do. I assume that he will pass on the few comments that I had. The major one was that I would hope that you would do an evaluation as well as a summary and place some emphasis on methodology as well as findings. (I am sure that you had these things in mind anyway.)

Thank you again for your letter and your good work on the grants-in-aid project.

Sincerely,

Sam L. Becker
Director, Division of
Television-Radio-Film

SLB:mw

cc: Dr. Harry Skornia

February 17, 1958

Mr. Raymond D. Cheydleur
Assistant Director
University Broadcasting Services
Florida State University
Tallahassee, Florida

Dear Ray:

A quick answer to your letter of the 14th. I gather that the hiring of a director of research is dependent on securing Educational Foundation money. This is being requested. It seems to me that any plans which we make for large scale research projects must be predicated on the assumption that we will have a director, If we do not, it seems to me futile to worry about big research programs.

Best wishes.

Cordially,

Sam L. Becker
Director, Division of
Television-Radio-Film

SLB:mw

The Florida State University

Tallahassee

UNIVERSITY BROADCASTING SERVICES

February 14, 1958

Dr. Sam Becker, Chairman
NAEB Research Committee
Television Center
State University of Iowa
Iowa City, Iowa

Dear Sam:

I am sifting through ideas with reference to your January 28 request.

Where do we now stand in the business of hiring a Director of Research? Has the Board approved the funds for this? If so, are they available on July 1?

Cordially,

Ray

Raymond D. Cheydleur
Assistant Director

File

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

NAEB

OFFICE OF THE PRESIDENT
Station KUOM
University of Minnesota
Minneapolis 14, Minnesota

February 27, 1958

Mr. Sam L. Becker
Director
Division of Television-Radio-Film
State University of Iowa
Iowa City, Iowa

Dear Sam:

I am in the strange position of spending so much time on the affairs of NAEB that I am neglecting some of the affairs of NAEB! I refer specifically to this very delayed answer to your letter of January 20.

I note that you thoughtfully sent a carbon of it to Harry Skornia. Most of the questions raised are, I think, more in his province than mine, since I leave details of budget planning to him and to his staff. I think he has already answered some of your questions, but I am sending him a copy of this letter to remind him to cover any items he may have skipped.

This, of course, is not to say that I am not willing or ready to help anytime I can be of assistance.

With best personal regards,

Yours sincerely,

Burton

Burton Paulu
President

BP:ds

cc: Harry J. Skornia

March 3, 1958

Mr. Archie M. Greer
Supervisor of Broadcasting
WOUB
Ohio University
Athens, Ohio

Dear Mr. Greer:

I received the report which you submitted on your NAEB-aided research project and it has been placed in the files of the Research Committee. I feel that these reports, which have been aided by the NAEB, should be published where the membership of the organization may receive the benefits which may accrue from knowledge of the results. Therefore, I would strongly suggest that this be written up for the NAEB Journal. If you are not successful in getting it published there, we will see about the possibility of its distribution as part of the NAEB Factsheet service. I believe that it would receive a better reading, however -- more widespread -- in the Journal.

I would offer two suggestions for the rewrite which you do for publication. It is difficult to evaluate the meaning of the strong rise in listenership after your AM outlet went on the air without knowing the date at which it did. You tell us when the wired-wireless went on the air, when FM went on the air, but neglect the specific AM date. If your survey took place immediately after this first station in the community went on, we could certainly hypothesize an atypical listening pattern. You owe it to the reader to give him the specific information which will allow him to evaluate your results and conclusions.

The second suggestion would be a clarification of item 1 on page 10. I have not had an opportunity to check that '56 issue of Sponsor but aren't their figures the percentage of the population who listen at some time during the evening. Your figures more nearly approach the percentage having sets on at any one time. If the former is so (on the Sponsor figures) this could explain your underestimate.

Lastly, since you seem to be concerned with generalizations to a broader population from this sample, I wondered why

you did not test the significance of some of your differences statistically. The reader has no way of knowing which differences might be attributable to chance.

This study has some interesting implications for educational institutions with FM stations or wired-wireless stations. I would certainly urge that you whip it into shape and send it off to the NAEB Journal editor. I assume that the NAEB will be given proper credit when it is published, e.g., "Supported in part by a grant from the National Association of Educational Broadcasters."

Good luck with the rewrite.

Sincerely,

Sam L. Becker, Chairman
NAEB Research Committee

WOUB

OHIO UNIVERSITY'S AM STATION — 1340 KC
ALSO OPERATING WOUI - FM — 91.5 MC
THE FIRST UNIVERSITY FM STATION IN OHIO

File: Grants in Aid

February 11, 1958

OHIO UNIVERSITY
ATHENS, OHIO

RECEIVED
NAEB HEADQUARTERS
FEB 1 1958
A.M. 7|8|9|10|11|12|1|2|3|4|5|6 P.M.

Dr. Harry J. Skornia
14 Gregory Hall
Urbana, Illinois

Dear Dr. Skornia:

Enclosed you will find a copy of the results of our listenership survey for which we received a grant from the N.A.E.B. I would like to know the final disposition of this report and your impressions of it. We feel that the results are rather significant as far as our purposes are concerned. Under separate cover, we are sending a final financial accounting.

Thank you very much for your financial assistance on this survey. It has been extremely helpful.

Sincerely,

Archie M. Greer

Archie M. Greer
Supervisor of Broadcasting

AMG/cla

Enc.

February 24, 1958

Mr. Archie Greer
Supervisor of Broadcasting
Station WOUB
Ohio University
Athens, Ohio

Dear Mr. Greer:

Dr. Harry J. Skornia has asked me to write you informing you of the fact that we have forwarded your grant-in-aid report to Dr. Sam Becker, Chairman, Research Committee, State University of Iowa, Iowa City. Dr. Becker will keep this report in his files at the University, and you will probably hear from him in the near future.

Sincerely,

Judith B. Gans

(Mrs.) Judith B. Gans
Secretary

CC: Dr. Becker
Dr. Skornia

March 10, 1958

Mr. L. J. A. van Dijk
Programme Specialist
Dept. of Mass Communication
UNESCO
19, Avenue Kleber
Paris 16, France

Dear Mr. van Dijk:

Your letter to Dr. Skornia reached me the day after I had answered your letter to me concerning our work at Iowa. I have some additional information, however, which might be helpful.

One of the most helpful sources should be a pamphlet called Credit Courses by Television published by the American Council on Education. This is a report of a conference which was held on this subject in February, 1955. It can be obtained by writing to Mrs. Dorothy Smith, American Council on Education, 1785 Massachusetts Avenue, Washington 6, D. C. Mrs. Smith would also have other general information on the schools telecasting courses for credit.

The American Association of Colleges for Teacher Education has compiled some information on this subject. The association bulletin of April 11, 1957, for example, included a list of teachers colleges which offered telecourses for credit. The president of this association is Donald P. Cottrell, Dean, College of Education, Ohio State University, Columbus, Ohio.

The department of continuing education at Michigan State University, East Lansing, Michigan has done a number of yearly surveys of the institutions offering television courses for credit. The reports have included course names, number of credits, and cost. These should be useful to you.

The correspondence study division of the National University Extension Association has begun worrying about this matter of using television in connection with correspondence courses. Up to this point, however, I do not believe that they have done much about it except talk. One group within this association has proposed an experimental study to

evaluate the role and effectiveness of correspondence study as a feedback method in instruction by television at the University level. This was discussed at the last meeting of the group but I am sure that no action on it has yet been taken. You might write to the chairman of this division of the NUEA. He is Lloyd F. Hansen, Director, Correspondence Study, University of Minnesota, Minneapolis 14, Minnesota.

I am certain that no adequately controlled studies of this sort of teaching have been done in this country. There would, therefore, seem to me to be little value in paying someone to try to collect data from such studies. I would think that the American Council on Education and Hansen of the NUEA would be able to supply practically all of the available information which is not included in the reports I have noted from other places.

I hope that you will find the above information of at least some help. If there is anything else that the NAEB can do, please feel free to write to me.

Sincerely,

Sam L. Becker
Director, Division of
Television-Radio-Film

SLB:mw

UNESCO

TELEPHONE : KLEBER 52-00 · ALMA 24-02 · TELEGR. : UNESCO PARIS

RECEIVED
NAEB HEADQUARTERS
FEB 21 1958

UNITED NATIONS EDUCATIONAL, SCIENTIFIC AND CULTURAL ORGANIZATION

ORGANISATION DES NATIONS UNIES POUR L'ÉDUCATION, LA SCIENCE ET LA CULTURE

19, Avenue Kléber, PARIS 16e

In your reply, please refer to :
En répondant, veuillez rappeler
N° MC/CH/758.112 (CH.III/3)

14 February 1958

Dear Dr. Skornia,

I am writing to you on the advice of Mr. Cassirer, Head of the Television Section of the Department of Mass Communication, Unesco.

I am carrying out a survey for Unesco on the use of audio-visual techniques in fundamental and adult education. Its purpose is to take stock of experience gained, especially during the past ten years, and to evaluate the results of significant experiments in this field, with a view to making practical suggestions to Member States for the development of the use of the audio-visual media and to defining Unesco's future action.

One aspect of my study is the combination of regular, specially designed radio or television broadcasts, for adults, accompanied by correspondence course, i.e. by a planned system of correspondence to ensure the contact between those following and those directing the course, and eventually to enable the students to obtain the requisite qualifications (certificates, diplomas, degrees).

I am planning to send a letter to a number of institutes, organisations and universities all over the world, engaged in this type of adult education, asking for information on the nature and the scope of these courses, their organisation, their effectiveness, the results obtained and on expected developments. I am also envisaging making a special detailed study on what a small number of carefully selected American universities are doing in this field, separately for radio and for television. I should be much obliged to you if you could give me an answer to the following questions:

1. What research on this subject has been done and which publications could furnish me with the information I have mentioned above?

proceedings of conference Credit Courses by Television

Dr. Harry J. Skornia,
Executive Director,
National Association of Educational Broadcasters,
14 Gregory Hall,
URBANA. Illinois.
U. S. A.

../..

2. If no such publications exist, would it be possible, in your opinion, to ask somebody to collect the required data from two or three of the most active universities for radio-correspondence courses and the same number for television-correspondence courses before the end of May? If so, whom would you suggest, and for what fee can this be done?

Thanking you in advance for your co-operation,

Yours sincerely,

L.J.A. van Dijk
Programme Specialist
Department of Mass Communication

FOR INFORMATION OF Dr. Sam Becker

February 25, 1958

Mr. L. J. A. van Dijk
Programme Specialist
Dept. of Mass Communication
UNESCO
19, Avenue Kleber
Paris 16, France

Dear Mr. van Dijk:

I am referring your letter to the Chairman of the NAEB Research Committee, Dr. Sam Becker, for any additions he may wish to make to this letter.

I assume you are familiar with Dr. Hideya Kumata's Inventory of Instructional Television Research, December 1956. If not, a copy can be secured from the Educational Television and Radio Center, 2320 Washtenaw Avenue, Ann Arbor, Michigan.

Educational Television Research Findings, published by the U. S. Department of Agriculture in November of 1957 should also be of interest to you.

Finally our own Research Fact Sheets have been going regularly to Henry Cassirer, there at Paris UNESCO. They too might be interesting to you.

After corresponding with Dr. Becker, if you desire the original collection of materials, such organizations as the Institute of Communications Research at the University of Illinois would undoubtedly be able to help. What expense there would be in connection with this would have to be discussed directly with them. You might wish to contact Dr. Percy Tannenbaum, Asst. Professor, Division of Journalism and Institute of Communications, 24 Gregory Hall, Urbana, Illinois or Dr. Hideya Kumata, Communication Research Center, College of Communication Arts, Michigan State University, East Lansing, Michigan, directly if you are interested in such additional data as they may have.

Finally you might contact Dr. Louis Lewis, Educational Administrator, Engineering Products Dept., Radio Corporation of America, Building 15-6, Camden 2, New Jersey. His office of RCA has recently distributed a rather large collection of material on this subject.

Sincerely,

Harry J. Skornia
Executive Director

HJS:jw
cc: Dr. Sam Becker

March 17, 1958

Dr. Burton Paulu
Director of Radio and Television
University of Minnesota
Minneapolis 14, Minnesota

Dear Burton:

I have just received notice from the Fund for Adult Education that I will be awarded a grant for a year of post-doctoral study at Columbia University and its Bureau of Applied Social Research next year. Needless to say, I am quite excited by all of this. I have wanted to do it for some time. This will give me the opportunity to take additional work in the area of attitude development and measurement, etc. I will also be working at the Bureau of Applied Social Research where I will be able to learn more about their planning, organization, and administration of large research projects. In addition to all of this, and perhaps even more important, this will give me time to sit back and think about where I am going, the directions in which television at Iowa ought to go, and the ways in which educational broadcasting can best serve society. I do not mean for this to sound as presumptuous as it does. I am certain, however, that you understand. We get so much involved in just dealing with the daily crises and deadlines which are always upon us that we never have a chance to think. We never are able to sit back and take a very objective look at ourselves and what we are doing. I hope that I can do at least some of that during this next year.

However, I am getting off the subject. The reason I am writing is that I thought you should know about this because you might want to change the chairmanship of the research committee earlier than usual. I will be here until mid-August. I will then be in New York City until the following June, returning here again for the summer session. I will probably not be able to attend the 1958 convention and will be somewhat out of touch. I will be happy to continue serving as chairman but, on the other hand, will certainly understand if you feel that someone should be serving who is in the midst of

educational broadcasting activities. Whatever you decide will be satisfactory with me. As you know, I will always be happy to do anything that I can which will benefit the NAEB and the educational broadcasting movement.

Sincerely,

Sam L. Becker
Director, Division of
Television-Radio-Film

SLB:mw

cc: Dr. Harry Skornia

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

NAEB

OFFICE OF EXECUTIVE DIRECTOR
14 GREGORY HALL
URBANA, ILLINOIS

March 12, 1958

Dr. Sam L. Becker, Director
Division of Television, Radio, Film
State University of Iowa
Television Center
609 10th Avenue
Coralville, Iowa

Dear Sam:

Just want to say how pleased I am at your letter to Greer of Ohio re preparation of his Research Report for the Journal.

I've passed on to Schooley. He'll be looking for it, for publication.

Keep up the good work, Sam. It's a pleasure to have people with your initiative to work with.

Sincerely,

H.

Harry J. Skornia
Executive Director

HJS/dfc
CC: Frank Schooley

P.S. Just as this being mailed --- Have you NAEB stationery? I've forgotten. Would be good for letters to people like Van Dijk -- when you're wearing NAEB hat.

H.

File: 9(a)B

FOR INFORMATION OF Sam Becker

March 31, 1958

Mr. Archie M. Greer
Supervisor of Broadcasting
Station WOUB
Ohio University
Athens, Ohio

Dear Archie:

Thanks for check. It's being returned to budget.

The last issue of the NAEB Journal before fall is the May one, now being edited. We would like to see a story on it for use then if there are any problems elsewhere.

Our best in haste,

Harry J. Skornia
Executive Director

HJS/dfc
CC: Frank Schooley (Journal)
Sam Becker (Research Committee)
Harold Hill (check refund)

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

NAEB

Full

OFFICE OF THE PRESIDENT

Station KUOM
University of Minnesota
Minneapolis 14, Minnesota

March 24, 1958

Mr. Sam L. Becker
Television Center
State University of Iowa
Iowa City, Iowa

Dear Sam:

Congratulations! I am delighted to learn that you received the grant from the Fund for Adult Education.

Your study plans sound very interesting. I quite agree with you, we "operators" need time in which to stop and think. That was one of the reasons I took a year off to get my Ph. D. in 1948-49. Now I feel the need to stop and think again, especially after trying to keep up with the affairs of both NAEB and the University of Minnesota for the last year and a quarter!

I will discuss with Harry the matter of the chairmanship of the Research Committee and will get in touch with you in due course.

Yours sincerely,

Burton Paulu
President

BP:ds
cc: Harry Skornia

File: NAEB

March 5, 1958

To the following Television Committee Chairmen:

Edward Wegener, Production Center
Lawrence Creshkoff, Television Closed Circuit
Richard Rider, Television Management
William Harley, Television Programming
Franklin Bouwsma, Ad Hoc UHF Tax Committee

To the following Committee Chairmen insofar as television is concerned:

Sam Becker, Research
Gale Adkins, Utilization
Clair Tettemer, Utilization-sub committee Chairman
Carl Menzer, Engineering
Robert Schenkkan, Governmental Representation

Gentlemen:

As you know at the St. Louis and Chicago Board meetings, serious thought was given to the educational broadcast movement in these United States. As a result of Board action based on recommendations made by the then active Television Operation and Development Committee and growing out of the Allerton House Management meetings, television committees of the Association were restructured and updated to meet the needs and better serve the demands of all television members. The Television Operation and Development Committee has since been eliminated in view of the restructuring. Five committees now cover more specific areas.

In an additional effort to bring about greater efficiency within NAEB, President Paulu has asked me to act as a coordinator for all Association television activities. While this action cannot be interpreted as an official Vice President for television, it nonetheless means that as Vice President, I will give major emphasis to this area of Association activity. In addition to whatever assignments are given me, I will serve in two major capacities in regard to television: I will represent the television committees to the Board and interpret Board action on behalf of the committees.

As television coordinator, working through the Executive Committee and the Board, I can forward requests for action to the various Television Committees, coordinate activities, interpret Board actions and pass along information to the Committees -- in general act as an expediter.

more

Coming the other way, I can serve as the spokesman for the Television Committees before the Board, can serve as an action instigator for all television members funneling suggestions, needs for action, advice, gripes, complaints, etc. to the proper committees.

I personally believe this to be a very forward and progressive step. It will not only provide even stronger representation for individual television members but will serve as an action channel for such people as the ETV station managers. I will soon write each ETV station manager, informing him of this channel.

I would appreciate your keeping me informed in a general way of your Committee activities as new ideas are developed involving your Committee, I will be in touch with you. Feel free to correspond if I can help in any way. Also, at this time let me invite each Committee Chairman to forward any ideas he might have on TV services and actions needed -- not necessarily restricted to his committees area, but as regards the entire NAEB television obligation.

I look forward to working with you in the coming year.

Sincerely,

Jack McBride

Jack McBride
Vice President

J:e

Dictated by Mr. McBride
signed in his absence

TEACHERS COLLEGE
COLUMBIA UNIVERSITY
NEW YORK 27, N.Y.

HORACE MANN-LINCOLN
INSTITUTE OF SCHOOL
EXPERIMENTATION

March 5, 1958

Professor Sam Becker
Director, Television Center
State University of Iowa
Iowa City, Iowa

Dear Professor Becker:

Dr. I. Keith Tyler has sent Dr. Foshay the first draft of the Seminar on Research in Educational Broadcasting report for his suggestions and corrections. Since Dr. Foshay will be out of town through March 20, I am forwarding this material to him. You may be hearing from him shortly.

Sincerely yours,

Grace Smith

(Mrs.) Grace Smith
Secretary to Dr. A. W. Foshay

cc to Dr. I. Keith Tyler

TELEPHONE KLEBER 52-00
BALZAC 24-02 · TELEGR. UNESCO PARIS

UNITED NATIONS EDUCATIONAL, SCIENTIFIC AND CULTURAL ORGANIZATION

ORGANISATION DES NATIONS UNIES POUR L'ÉDUCATION, LA SCIENCE ET LA CULTURE

19, Avenue Kléber, PARIS 16e

In your reply, please refer to :
En répondant, veuillez rappeler
N° MC/CH/765.170 (CH.III/3)

26th March 1958.

Dear Mr. Becker,

Thank you for your letter of the 26th February and for the material you sent in reply to our enquiry regarding the use of radio and television courses accompanied by correspondence courses.

I have not yet studied the material in detail and may have some further questions to ask after doing so. For the moment I have only one: what were your reasons for the discontinuation of the credit courses?

We have put your name on our mailing list and shall certainly send you a copy of our report as soon as it is available.

With many thanks for your co-operation,

Yours sincerely,

p.p. L.J.A. van Dijk
Mass Communication Clearing House.

Carl Menzer
7171

Mr. Sam L. Becker,
Director, Division of Television-Radio-Film,
Television Centre,
State University of Iowa,
Iowa City,
Etats-Unis d'Amérique.

TELEPHONE : KLEBER 52-00
BALZAC 24-02 - TELEGR. : UNESCO PARIS

UNITED NATIONS EDUCATIONAL, SCIENTIFIC AND CULTURAL ORGANIZATION

ORGANISATION DES NATIONS UNIES POUR L'ÉDUCATION, LA SCIENCE ET LA CULTURE

19, Avenue Kléber, PARIS 16e

In your reply, please refer to :
En répondant, veuillez rappeler
N° MC/CH/765.183 (CH.III/3)

2nd April 1958.

Dear Mr. Becker,

Thank you for your letter of the 10th March.

I am already in correspondence with Lawrence McKune at Michigan State University and with Burton Paulu at the University of Minnesota. According to your suggestion, however, I am now writing to Mrs. Dorothy Smith and Mr. Lloyd Hansen, whose speech in the 5th International Conference on Correspondence Education I have just read.

With many thanks for your co-operation,

Yours sincerely,

p.p. L.J.A. van Dijk
Mass Communication Clearing House.

Mr. Sam L. Becker,
Director, Division of Television-Radio-Film,
Television Centre,
State University of Iowa,
Iowa City,
Etats-Unis d'Amérique.

TO: Members of the NAEB Research Committee.

From: Sam L. Becker

Date: April 24, 1958

Subject: Meeting of the NAEB Research Committee at the Ohio State Institute, May 12-15.

First of all, I am sorry to say that I will not be able to attend the Institute. There are so many items of business which demand the attention of the Research Committee, however, that it seems to me imperative that those members who are in attendance meet in order to discuss the issues involved. Unfortunately, there is no money available to pay the expenses of committee members to attend the Institute However, if enough members are already attending to make a meeting possible and if it is impossible for this meeting to be held during the formal period of the Institute so that members must come a day early or stay a day after the Institute ends, hotel and meals can be payed for this one day. As I understand it, funds are not even available at this time for the expenses of Board members in general, who will also be meeting. I would like to know if you are planning to attend and if you believe that it will be possible for you to meet with the committee during the regular period of the Institute or whether you believe it will be necessary to remain and meet the day following the Institute.

We do not yet know how much money there will be for research activities next year. The extent of such activities depends on the success of Paulu, Skornia, and the others who are working on this problem. We know that we will have $2,000.00 for sure -- possibly far more. I believe that we need to plan for any eventuality. Therefore, I think that these are subjects which need discussion and your ideas:

1. If we have just $2,000.00, how can this be spent most profitably?
   a) Should we continue the Grants-in-aid? If so,
      (1) Should we redefine their purpose?
      (2) Should we be more specific in the announcement about the sorts of expenses to be paid? The kind of research in which we are interested? The kind of research in which we are not interested? For example, you might think it desirable in a particular two or three year period to try to encourage a series of studies on the opinion leaders and educational broadcasting. (Washington as you recall, is doing one similar to this.) This might be a partial answer to our need for a better measure of educational broadcasting impact.

(3) It seems to me that the announcement about the grants should go out much earlier -- at least by the middle of September -- so that researchers have three months or so to develop a good project rather than throwing something together in a few weeks. This will give a researcher time to develop his problem, examine related research, etc. I suspect that many of those who have submitted proposals have had no idea of the related research, where their project fitted into our general knowledge of the communication process, whether it truly made a contribution to knowledge which was more than local and historical, etc.

(4) How much should be used for this of the $2,000.00? All? three-quarters? Half?

b) Should some of this money be used for a committee project? If so,

(1) How much?

(2) What committee project?

(a) Clarence Flick, for example, had an interesting idea which came out in a recent exchange of correspondence. This is related to one of the ideas we discussed last December in Chicago. It is to set up a stratified demographic audience sample through the cooperation of interested universities and stations. A small sample which could be reached through each station for research purposes might provide a valuable nationwide sampling service for educational broadcasting. (Clarence, by the way, is moving to San Jose.)

c) Should some of this money be used for publications of some kind?

(1) We have talked in the past about a series of pamphlets which would explain to station managers how they could do various kinds of simple studies. I have started one on coincidentals, which I promised the committee sometime ago, and hope to finish during the vacation period between the end of summer school and the beginning of the fall term. I am not implying that it will be worth spending the committee's money on but rather raising the question of whether this is the kind of thing which you feel should be done -- keeping in mind that each project that we do takes money and that means less money for something else.

d) Should some of this $2,000.00 be set aside for a meeting? If so, a meeting for what purpose?

These are a few of the possibilities which need committee discussion. I would also like to receive the reactions of those of you who will not be in Columbus on the above matter and on those below.

2. If we get more than $2,000.00, what then?

a) What would be the best procedure for insuring, or at least increasing the probability, that sound research would result from the funds available?

b) Though this is too early to become too involved with this problem and these other questions must be answered before making a final decision, are there hot ideas on a possible director of research?

(1) Ray Cheydleur raises an important question which we need to hash out concerning overall goals. He asks:

(a) "Is this research to be of direct help to managers, or producers, or professors?"

To put it another way, I think we need to ask ourselves where the kind of research which we want to initiate or help lies on the continuum from basic to applied research -- whatever those words mean.

Again, as Ray points out, this has some relationship to the kind of person one hires as a director of research and, I might add, the kind of persons the President places on the Research Committee.

c) I guess what this adds up to is the fact that we have talked about many kinds of research -- at the Columbus seminar and elsewhere. The time is approaching when we need to say this is the order of priority for this research as far as the NAEB Research Committee is concerned. Then we can start scratching to see that it gets done. I think we need to be very specific in this. Vague statements about research needs, in my opinion, do not get us far.

By the way, Irv Merrill has expressed the hope that the NAEB formally request the Bureau of the Census to include questions about radio and television ownership in the forthcoming 1960 Census of Housing. I heartily concur. How do the rest of you feel?

I will take no more of your time at this point. I would appreciate hearing from you. I would like to know if you will be at Columbus and if you think a meeting of the Research Committee could be held during the Institute period. If not, would you be willing to stay an extra day? If you cannot make the Institute, I would appreciate your reactions to the above plus any other ideas which you have which you feel should be considered by the committee or which you feel the committee can do something about.

Best,

Sam

Sam L. Becker, Chairman
NAEB Research Committee

cc: Burton Paulu
Harry Skornia
Jack McBride

File : General NAEB

N.A.E.B.

SEMINAR ON INSTRUCTIONAL USES OF TELEVISION AND RADIO

ALLERTON HOUSE, UNIVERSITY OF ILLINOIS, July 21-25, 1958

The National Association of Educational Broadcasters will hold a seminar on Instructional Uses of Television and Radio at Allerton House, the University of Illinois conference center near Monticello, Illinois, July 21-25, 1958. This seminar is made possible by a grant from the Ford Foundation.

This seminar is designed for educational broadcasting personnel responsible for planning and structuring elementary and secondary instructional programs and for those in teacher-training institutions responsible for courses in teaching methods, etc. It is hoped that bringing in this latter group will increase their awareness of the real potential of radio and television as instructional tools and will stimulate improved preparation and training of future teachers in the use of these tools.

Each NAEB Active and Associate member may nominate one person from each or either of the following categories:

- Nominate from the staff of your educational station or production center the person whose responsibilities bring him/her most frequently and closely into the actual and total process of planning and preparing instructional radio and/or television programs and facilitating their utilization.

- Nominate from your own or another institution a person in a department or school of education who is engaged professionally in the training of teachers for the public schools. Specifically, this should be an instructor of courses in teaching methods or curriculum, a director of student teachers, or a critic teacher in a laboratory school.

Nominees will be selected, by a committee of NAEB members, from each category independently and the approval or disapproval of a nominee within one of the two categories will have no bearing on the potential success of the nominee from the other category from the same institution. The selection committee will attempt to have approximately the same number from each category in the group finally selected.

The NAEB will pay transportation to and from Allerton (air fare, railroad plus pullman where needed, or six cents a mile for personal cars, but in no case an amount exceeding air fare) and room and board while at Allerton. Meals and lodging enroute, cabs, tips, and other miscellaneous expenses will NOT be reimbursable. Each participant selected will pay his own travel and be reimbursed after the seminar -- no travel advances can be made by the NAEB.

Applications (for either or both of the above categories) should be submitted in five copies and should specifically include the following information: Institution and/or station represented; name and present and future responsibilities of nominee, plus other pertinent information about nominee which nominator feels will help the selection committee; specific recommendation of superior indicating why this person was selected over other possible nominees (if a nomination is made in the second category there must be letters of recommendation - in five copies - both from the broadcast person making the nomination and from the nominee's dean or director in the college or school of education.); a signed statement by the nominee that he will attend the full session of the seminar and will submit a 500 word critique thereof at its conclusion.

Applications should be mailed to Dr. Harry J. Skornia, Executive Director, NAEB, 14 Gregory Hall, Urbana, Illinois, and must reach Headquarters not later than June 1, 1958. Successful nominees will be notified by approximately June 15, 1958 and will be sent additional information about the seminar at that time.

HEH:jg
4/10/58

Institute for Education by Radio-Television

THE OHIO STATE UNIVERSITY COLUMBUS, OHIO

Telephone: AXminster 9-3148, Ex. 280

Sponsor of
The American Exhibition of Educational
Radio and Television Programs

I. Keith Tyler, Director
Demetrios Tarrou, Assistant to the Director
Bette Wallach, Secretary

April 18, 1958

Dear Sam:

You will be pleased to know that in spite of your refusal coming rather as a blow, I was able to get Irving Merrill to take over the research group and things are moving along nicely. When I had not heard from you, after inviting you in my letter of March 27th, I had assumed that you were developing the program.

Let me congratulate you on your grant from the Fund for Adult Education for a year of post-doctoral study at Columbia University. This should be a great opportunity and I know you will make the most of it. It is easy to understand that this keeps you very busy just now catching up with all the loose ends.

I regret you will not be at the Institute because it would be nice to have a visit with you. I know, too, that you would have done a wonderful job with the Research Clinic. Warm personal regards.

Sincerely,

Keith b

I. Keith Tyler

Professor Sam L. Becker
Director, Division of
Television-Radio-Film
State University of Iowa
Iowa City, Iowa

April 9, 1958

Dr. I. Keith Tyler, Director
Institute for Education by Radio-TV
Ohio State University
Columbus, Ohio

Dear Keith:

I find myself in an extremely embarrasing position. I received a letter from you a week or so ago and am unable to locate it now. It arrived in the midst of a terrible crisis. My secretary was ill for a week and a half and, as you can well imagine, the Television Center was in a very chaotic state from which we will not completely recover for some time. Anyway, I want to apologize for the delay in responding and for not having your letter here for reference.

Unfortunately, I will be unable to make the Ohio State Institute this year. I have recently received notice that I was awarded a grant by the Fund for Adult Education for a year of post-doctoral study at Columbia University in the area of attitude measurement. This means that I have a great many unfinished projects to complete in a hurry. I must finish the analysis and report on our experiment in methods of teaching communications skills for the Fund for the Advancement of Education and must complete another study on audience reaction to educational television programs for ETRC before I leave. I am already committed to four meetings away from Iowa City before I leave for the year and do not believe that it will be possible to be away more.

Sorry that I will not be able to make it. It would be good to participate and to see you again. Thank you very much for the invitation. Again, I hope that you will excuse the delayed response.

Cordially,

Sam L. Becker
Director, Division of
Television-Radio-Film

SLB:mw

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

NAEB

OFFICE OF THE PRESIDENT

Station KUOM
University of Minnesota
Minneapolis 14, Minnesota

April 9, 1958

Dr. Sam L. Becker
Television Center
State University of Iowa
Iowa City, Iowa

Dear Sam:

I have discussed with Harry Skornia the matter of the chairmanship of the Research Committee. We both feel very strongly that you should continue as chairman. So, unless I hear from you to the contrary, I'll continue to list you in that capacity.

As a matter of fact, from your vantage point in New York you may be able to think of and do something for us you couldn't do from Iowa City!

Best of luck with your plans for next year.

Yours sincerely,

Burton Paulu
President

BP:ds

cc: Harry Skornia

The Florida State University

Tallahassee

UNIVERSITY BROADCASTING SERVICES

April 4, 1958

Dr. Sam Becker, Director
Television Center
State University of Iowa
Iowa City, Iowa

Dear Sam:

Your January 28th letter did not "structure my thinking," as you put it. In fact, my thinking has been very unstructured since we have started to lay plans for ETV; one day we're to go ahead, the next day the Gov. says we can't, and the following day he claims he really didn't mean it.--Take this sort of thing once a day for twelve months and you can see why a person's thinking becomes very unstructured.---Let this then be a formal appeal that if you hear of a decent teaching job or a radio management one, I'm really in the market for a move.

Let's get to the interesting problem: NAEB Research. These are ideas I have jotted down but not having too much connection at times.

1) I believe we need to redefine the purpose of these grants; that is, spell out for ourselves just what type of project we will okay. The first time we approved grants, few of us were really happy about the selections, but we went ahead with it to get things started.--Now on the recent requests it was interesting to note our voting was so close, however, even though I may be splitting hairs, some of the money went for approval of items we hadn't approved during that first year.

   So, in other words, can we this year define just what we want on these. Do we want to approve typing expenses, payment to clerks, etc.?

2) If funds are available for a Director of Research, won't we need to spell out the relationship between his position and that of the Research Committee, as well as Headquarters?

   What about an operating budget for him? If he is to travel to Washington, shouldn't funds be available for this as well as funds for the Chairman?

3) Speaking of money, can we get funds for a three-day meet at Columbus, for the Committee?

4) Perhaps this is the time we also need to think about results. I'm confused as to whom will be benefitted. Is this work to be of direct help to managers, or producers, or professors? --Maybe all of them somewhere along the line, of course. But can we start to shape up a list of the basic problems now. I'm certain the

Director will have some ideas too, but we should have cleared our own thinking before even looking for a man.

5) Have you seen that material coming out of Mich. State, the AGRISEARCH papers? Are we thinking in terms of this sort of material. If so, how can we avoid duplication? How may we cooperate, if they want to?

6) What are we facing in trying to fill the position of the Director? Granted he should have all of the virtues of the President of Harvard, Harry Skornia, and Burton Paulu, rolled into one, but a) are we to look for him, b) or is this being presumptuous and a matter of Hqs. doing it?

As I have previously pointed out I hope we aren't thinking in terms of the average faculty salary for this position. If he is to move to Urbana we should think in terms of making it worthwhile enough to attract only the best in this field. Then, too, it goes without saying that the position calls for a man who intends to stay with it for at least five years, perhaps ten or more.

7) Are we to start thinking that this position should be filled by July 1, perhaps Sept. 1 at the latest?

The more questions I keep thinking about the more I am wondering if Hqs. won't approve a meeting for us at Columbus this spring? Perhaps you have already checked on this, but if we can't get together then, what do you suggest?

A happy Easter to you and the family.

Cordially,

Ray

Raymond D. Cheydleur
Assistant Director

File

April 11, 1958.

Dr. Burton Paulu
Director of Radio and Television
University of Minnesota
Minneapolis 14, Minnesota

Dear Burton:

With the Columbus meeting coming up, I would like to pull together an agenda for the consideration of the research committee -- even though I will not be able to make it to the meeting this year. There are a number of issues which need to be discussed and settled, if possible. Most of these are dependent, in part, upon the financial situation for the coming years. Is the probability of an increase in research funds known yet? It seems to me that the committee will be unable intelligently to discuss any plans unless they know whether they are talking about $500.00 worth of plans, $5,000.00 worth, $50,000.00 worth, or $500,000.00 worth.

One of the members of the research committee has raised the question of whether this committee should worry about men who are possibilities for director of research for the NAEB. It would seem to me to be futile for anyone to worry about such a thing until we know whether there is to be money for this position. I would think that we should not ask people to waste time on problems which may never develop.

One real problem that the committee needs to worry about is a better definition of the goals of the grants-in-aid program and the criteria for slection of recipients of such grants. This would help not only the selection committee but those who want to request such grants. I believe that one of the reasons we have not received more high quality proposals is that our announcements have been too vague. I also think it would be helpful if we could get the announcement out three or four months before requests are due. For example, if we could get the announcement out by the end of September and requests were due the end of December, researchers would have time to develop adequate proposals. This would give them time to investigate the related research, to formulate good hypotheses and sound research designs. Most of the studies which have been financed up to this point have not been based on any sort of hypotheses or, even more important, theory. Consequently, they have little but historical value. They contribute little to our real understanding of how to

communicate more effectively by means of these media or how to predict what our effect will be.

I did not write this letter to bother you with the details of what the research committee needs to worry about nor to expound some of my private thoughts. I really wanted simply to know whether you know yet what the financial situation will be next year. Do you know yet, at least whether money will be available to continue the grants-in-aid? If so, how much?

I do not know how many of the committee will be present at Columbus. I hope the majority. I assume that there are no funds available to help get them there? This would be no problem for me if I could get away from here but I know that it is a problem for some. Is there any way to help foot the bill for some of them -- especially the non-NAEBers and perhaps those who live some distance from Columbus -- say Cheydleur and Harwood? (I am not hopeful on this but thought I had better at least pose the question.)

I would like to write the committee as soon as possible on an agenda for the Columbus meeting. Would like to hear from you first, however, so I hope that you will have time for a short note on the major points above.

Best,

Sam L. Becker
Director, Division of
Television-Radio-Film

SLB:mw

cc: Dr. Harry Skornia

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

NAEB

OFFICE OF EXECUTIVE DIRECTOR

14 GREGORY HALL
URBANA, ILLINOIS

April 15, 1958

Dr. Sam I. Becker
Executive Secretary
Television Center
State University of Iowa
Iowa City, Iowa

Dear Sam:

Before Paulu says Skornia "will tell you" (a natural remark, since we keep the Kellogg "books"), I'll react to your letter of April 11.

You can make $2,000.00 worth of plans, for sure. Whether for publications, projects, meetings, committee travel, or grants-in-aid, or a combination, will be your committee decision.

As you know, we have a request, still in draft stage, in Ford hands (informally: it was sent to Weiss; he was routing it for reaction when he was killed in plane crash). Research was #1 on our new request list ($87,700.00 per year for five years). We can't count on this yet. We may get all, part or none. We'll have to move fast if and when we do get it. Some pre-thinking on possible Research Director might be in order, but I'm too superstitious to suggest your passing this on to anyone. I would earlier have said I thought we'd get all or part. Now I don't know. But we'll keep trying.

If we need to take an interim trial grant in research, we are also ready to discuss with Ford a $30,000.00 or so one year grant. This is the same size as we have currently for engineering. It provides for an engineer, secretary, space, supplies and expenses and some travel, publication, and other expense. I trust you'll go along with all this.

We had hoped to be further along by now. As it is, you can count on the minimum, hope for the compromise at least, and pray for the maximum.

I agree with your concerns regarding continuance of grant-in-aid, in view of our minimal budget, unless we call 'em specifically graduate student grants or some such. To an institution $200.00 or so looks weak in print, as well as being weak in fact. But we'll follow any directives the committee sets up, as we always try to do, subject to Board blessing. The revised timetable should be a must (for research and other grant-in-aid programs, I might add).

Dr. Sam I. Becker April 16, 1958

The best we've been able to do on expenses in Columbus for called committee meetings---in view of near-absence of funds, is to pay for hotel and meals for one day, if members come a day early or stay a day late. We can't even pay expenses for Board members in general. I'm very sorry. I wish we had adequate funds. I know of nothing closer to my heart than research--- as I think you know.

Our best. And good luck on your study tour. I'm glad Burt has asked you to stay on. Tyler tells me he's asked Irving Merrill to pinch-hit for you at the IERT.

Sincerely,

Harry

Harry J. Skornia
Executive Director

HJS:cmc

cc: Burton Paulu
Harold Hill

File : NAEB Research Committee

MICHIGAN STATE UNIVERSITY
OF AGRICULTURE AND APPLIED SCIENCE • EAST LANSING

TELEVISION STATION • WKAR-TV

April 16, 1958

V

Mr. Sam L. Becker
Director, Division of TV-Radio-Film
State University of Iowa
Iowa City, Iowa

Dear Sam:

Keith tells me that you will not be able to attend the Institute this year. I am very sorry to hear this because I looked forward to seeing you again, and also because I am stuck with the chairmanship of the clinic. I thought you would be interested in knowing what we have planned.

We have decided to center the discussion around the four following areas:

1. Significant recent research in U. S. commercial broadcasting.
2. A review of the NAEB seminar on educational broadcast research.
3. Recent developments in CBC research.
4. A report on the outstanding broadcast research study completed within the past year.

For point #2, if it meets with your approval, I plan to ask Ken Harwood to review the NAEB seminar.

I might note that we do not plan to bill point #4 as the outstanding broadcast study, but will simply have a study reported on. I would be most happy to receive by return mail your suggestion as to which study should be presented.

Sincerely,

Irv.

Irving R. Merrill
Director of Television Research

IRM/cdm

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

NAEB

OFFICE OF THE PRESIDENT

Station KUOM
University of Minnesota
Minneapolis 14, Minnesota

April 17, 1958

Mr. Sam L. Becker
Director, Division of
Television-Radio-Film
State University of Iowa
Iowa City, Iowa

Dear Sam:

I am glad to know that you are thinking about the future of NAEB research.

You ask how much money we may have for research next year. The NAEB request now before the Ford Foundation asks for a very sizeable sum of money for this. So far we haven't heard anything, which fact may be related to the unfortunate death in the Capital Airlines Viscount accident in Michigan a couple of weeks ago of John K. Weiss, the Foundation's liaison person for all radio and television projects.

We are doing the best we can to expedite a reply from the Foundation, consistent with the proprieties and also with the inevitable dislocation of the radio and television grant machinery caused by John's death. Until we do hear from them, though, I am afraid nobody can answer the question of how much money we are going to have for research next year. We can, though, say that the amount we asked for was considerable!

I doubt if there are any Association funds which could pay travel for research committee members to the Columbus Institute. However, I see that you sent Harry Skornia a copy of your letter, and therefore he will be answering it too. He can correct me if I'm wrong.

Yours sincerely,

Burton Paulu
President

BP:ds

cc: Harry Skornia
Richard Hull

The Florida State University

Tallahassee

UNIVERSITY BROADCASTING SERVICES

April 28, 1958

Mr. Sam Becker, Chairman
NAEB Research Committee
Television Center
State University of Iowa
Iowa City, Iowa

Dear Sam:

I'm sorry I won't be able to attend the Institute. I don't know if I wrote to you about the matter of being bounced by a piano teacher who has just been made Chairman of the new Dept. of Radio and Television---the instructional side, that is, and who will use the transportation money set aside for my trip in order that he may attend. If I sound a bit sour about it, I am. --After all since the fellow has only played five or six piano concerts on radio this makes him an expert in broadcasting instruction? --Nuts.

I'll take your letter point by point:

1 a I am very much in favor of continuing the Grants-in-aid.
1) Yes, we need to redefine the purpose, this depending upon just whom we're trying to reach.
2) We need to be very specific in our announcements about what expenses we intend to pay. As the voting turned out last time, this didn't make much difference, however, since the situation might be different next time, we should spell it out now. Actually, we used to have a clear idea as to just what we would pay for, but these ideas were lost what with the change in committee membership.
3) Right. Announcements should go out early. We haven't been able to do this before but I see no reason why there isn't ample time to get it off on the right start for this fall.
4) I would just as soon see all of the $2,000 used for the Grants, but final action on this depends upon what the committee sees for other needs.

b Some of this money could be used for committee projects. The idea strikes me that committee projects should be approved right along with those that are submitted by other applicants.

1) The importance or rather, "how much" depends upon the quality of the other applications.
2) What committee project? --I see no limit on this---again it depends upon how many good projects are submitted.

c. If the project is important enough we certainly should use some money to get it published. --Didn't NAEB pay all of the printing costs for the Monitor studies.

d. If we only have $2,000 I would not like to use any part of it for a meeting. With such a small amount, although certainly an improvement over what we've had before, it seems to me we should apply it directly to as many projects as we can.--If more than that becomes available, then we better meet as soon as possible.

2. If we get more than the $2,000, we better get together at once.

a) I think that we can get the sound basis you talk about by tightening our selection of research applications.
If we're talking about "big money" we need to get a research director.

b) I have no "hot ideas" for a possible research director. If we have to send a man out to Washington to talk Health and Welfare out of some money, it ll take one kind of bird---and one that Hqs. will want to have a final say on.
If he doesn't have to hunt for funds, perhaps as Chairman it might be well for you, if I may suggest it, to take a look at a couple of the members of the committee itself. --Let's face it, there are few people who are really qualified in this area and only a few of these spend full time at it.--It might be that Merrill might be just the man, perhaps Adkins. I honestly don't know. They might not even be interested; they may not even qualify for what we have in mind. All I'm saying is that they should be considered, and a hard look taken at their credentials. ----Guess I'm thinking about the make up of the old committee. How does Tannenbaum look---or Kumata?

I'm certain that Harwood wouldn't want it, and I certainly don't qualify, so that leaves you. ---If you were interested I think that you could have it---and say that you take a leave of absence for a year to get things rolling.

c) If we do get some real money, and if we are able to get together, I want to point out that we better have Harry and Burton there. No need to spend all of that money and then report to them by letter. Both S.and H. could quickly clear up some of the muddy points in our minds.

Irv Merrill's suggestion concerning the Bureau of Census is excellent. If others feel that way perhaps you should go right ahead and request NAEB to act on it.

Thanks for the tip on Stephens College.---IDon't know how much longer any of us will last here. Starting last week ALL must keep a diary of everything we do: this consists of writing down exactly what you do, to whom you speak, when you go to the John,etc.---Well, Eleanor made some real money out of "MyDay."--Do you think I could get Hqs. to publish this? Might be worth a good laugh to the boys.

Cordially,

Ray

Raymond D. Cheydleur
Assistant Director

UNIVERSITY OF SOUTHERN CALIFORNIA
UNIVERSITY PARK
LOS ANGELES 7

April 30, 1958

Professor Sam L. Becker, Chairman
NAEB Research Committee
Division of Television-Radio-Film
State University of Iowa
Iowa City, Iowa

Dear Sam,

Many thanks for your thoughtful memorandum of April 24. I am unable to be in Columbus during the Institute, so I am taking this opportunity to put some remarks on paper.

Hopefully, most or all of the $2,000 would be used for grants in aid, if projects of sufficient merit are presented. Probably the general purpose of these grants could be to encourage research of a higher quality instead of merely more research. I am able to think of very little research in which the committee may not be interested, if that research is proposed by a competent researcher who has knowledge of educational broadcasting.

Yes, the announcement of grants should be out by mid September, at latest. I hope that we would have enough applications of sufficient merit to leave no money for research by the committee. I would favor publication of some kind by the committee, and I would give first priority to the publishing of the report of the research seminar. I see no special need for a separate meeting of the committee at this time. In my view, the best procedure for increasing the probability that sound research will be done with NAEB funds would be to broaden the abilities of the members of the committee.

The kind of person who would be best as director of research is the same kind of person who would be best as a member of this committee, I think. That kind of person should have advanced understanding of mathematics, psychology, and educational broadcasting. He should be able to carry forth erudite researchs and to be most responsive to the day by day needs of operating educational broadcasters.

Please give Irv Merrill my support in his request that questions about radio and television be included in the 1960 census

of housing. Information from this census is absolutely vital to the kinds of research in which we are interested.

Congratulations on publication of your book. It looks excellent, and you should be proud of it.

Very best personal wishes to you.

Cordially,

Kenneth Harwood, Chairman
Department of Telecommunications

kh:mk

air mail

Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."

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